

RDBMS SERVER SQL-BASED OPERATING တ SYSTEM MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS 11' (WEB SERVER) IPD SERVER JAVA VIRTUAL MACHINE JAVA WEB SERVER EXECUTED SERVLET THREADS (INCLUDING JAVA INCLUDING JDBC JAVA DATABASE COMPLIANT API SERVLET API) DRIVERS) **HTTP REQUEST** -13 (CLIENT) **OPERATING SYSTEM** HTML DOCUMENT WITH <SERVLET> JAVA VIRTUAL MACHINE HTML DOCUMENTS WITH EMBEDDED <SERVLET> WEB SERVERS E-COMMERCE SERVERS (HTTP) (HTTP)

FIG. 2B1

HTTP RESPONSE

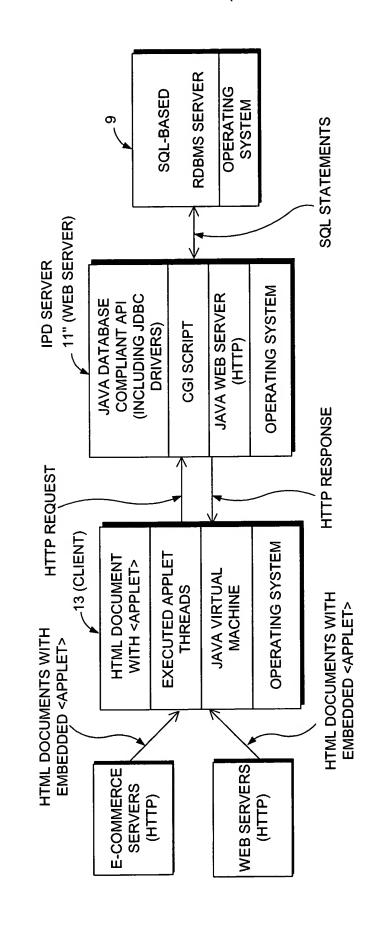
HTML DOCUMENTS WITH

EMBEDDED <SERVLET>

SQL STATEMENTS

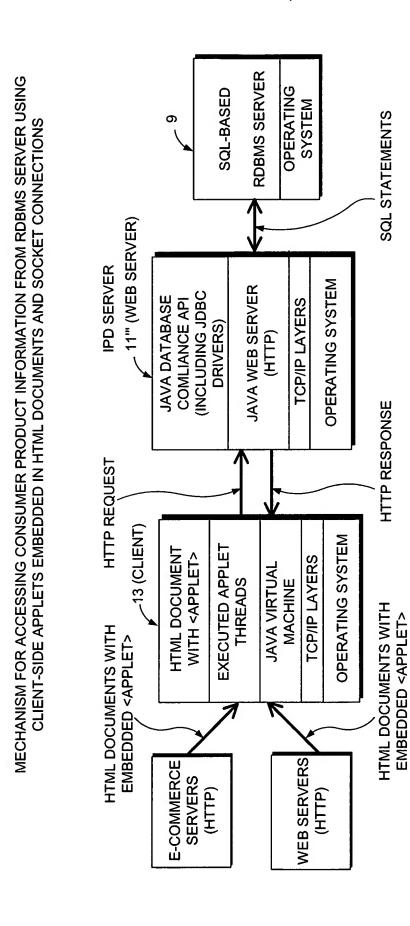
OPERATING SYSTEM

(HTTP)



SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS

FIG. 2B2



F I G. 2B3

RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

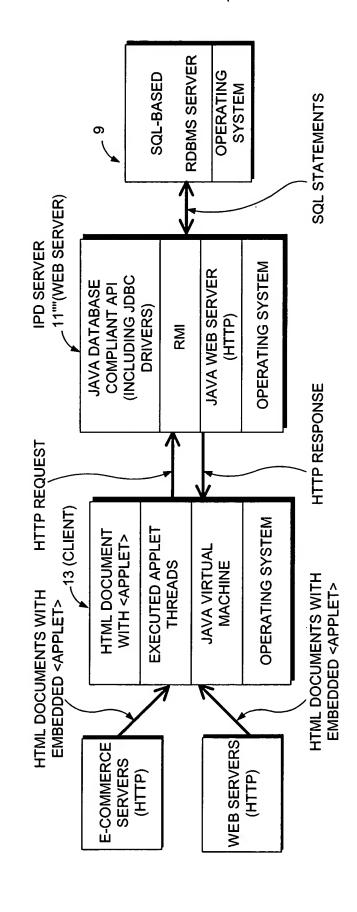
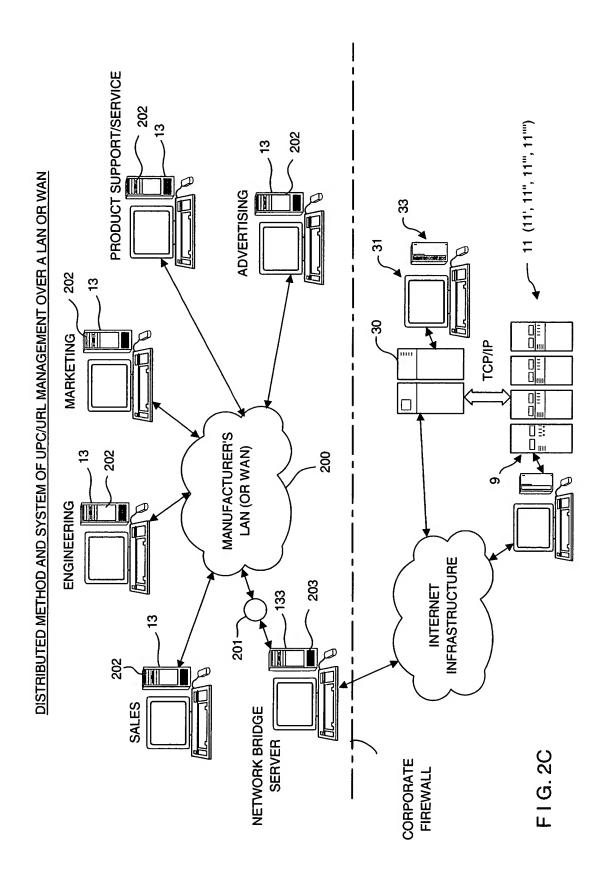
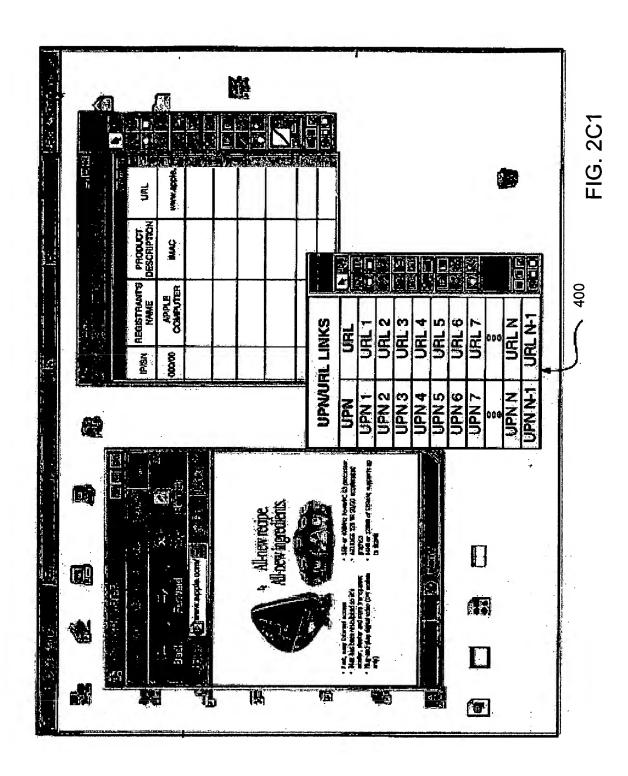


FIG. 2B4





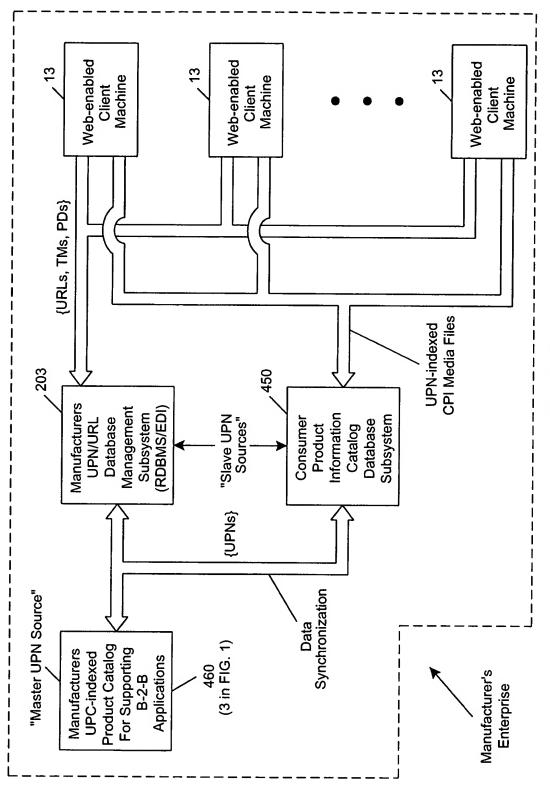


FIG. 2C2

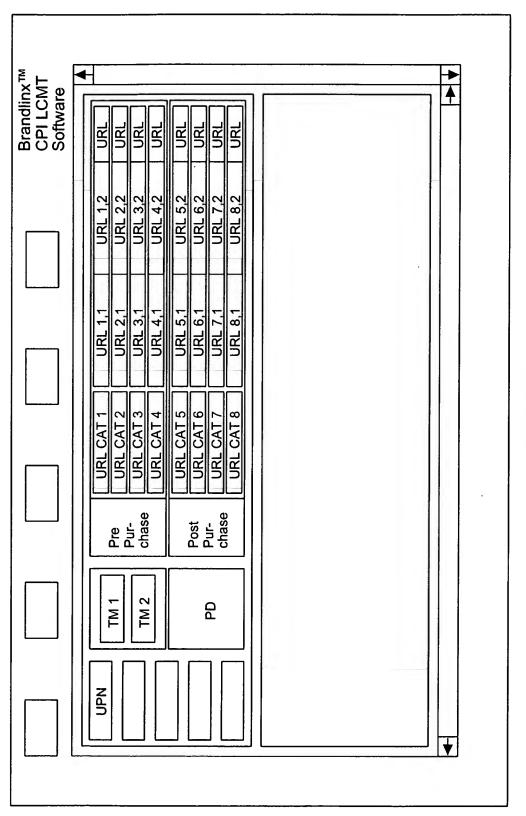
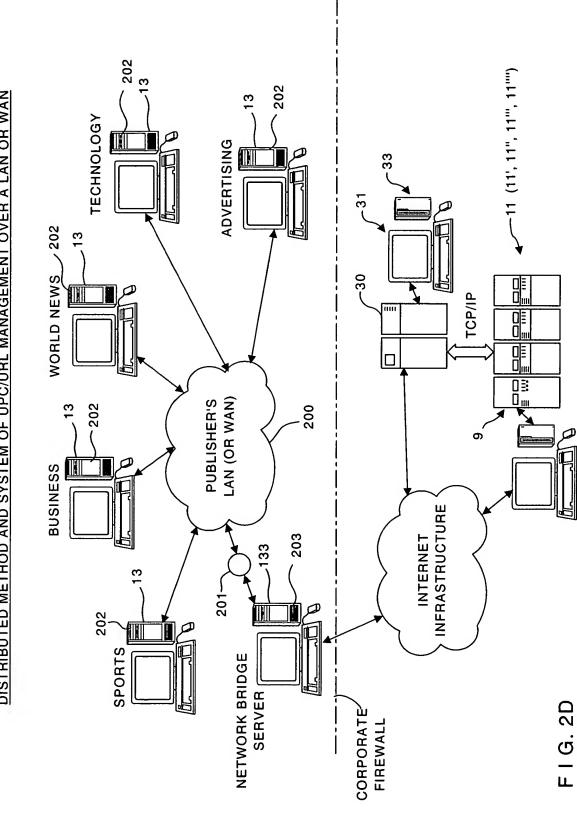
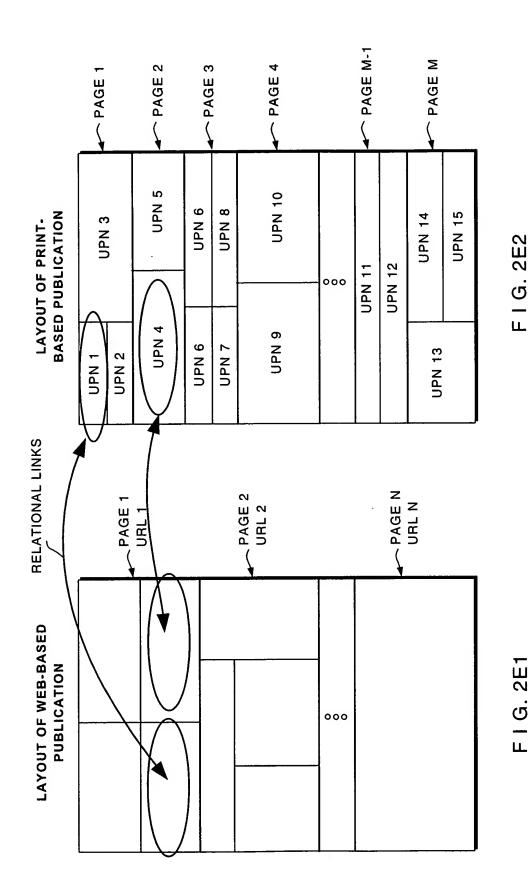


FIG. 2C3



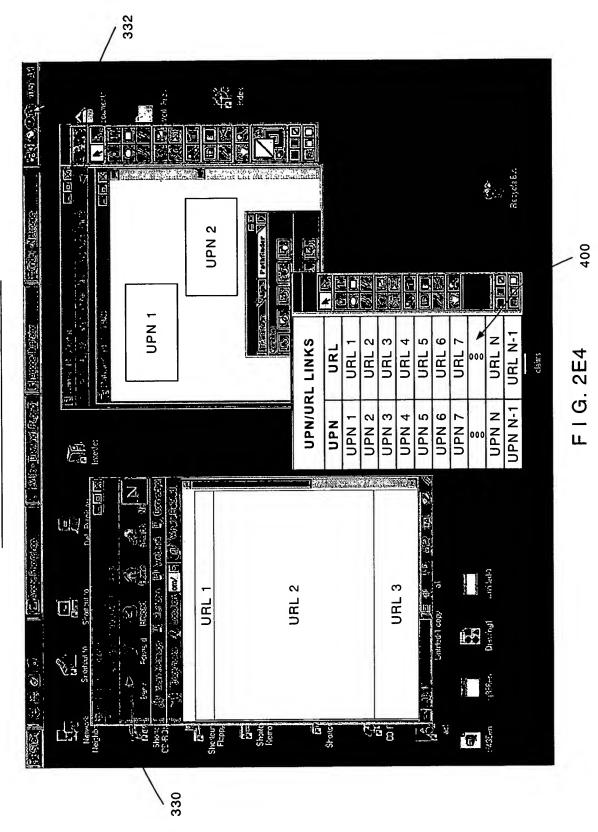
DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



F I G. 2E1

		L
UPN/		
UPN	URL	
UPN 1	URL 1	
UPN 2	URL 2	400
UPN 3	URL 3	
UPN 4	URL 4	
UPN 5	URL 5	
UPN 6	URL 6	
UPN 7	URL 7	
UPN 8	URL 8	
UPN 9	URL 9	
UPN 10	URL 10	
UPN 11	URL 11	
UPN 12	URL 12	
UPN 13	URL 13	
000	000	
UPN N	URLN	
UPN N-1	URL N-1	

F I G. 2E3

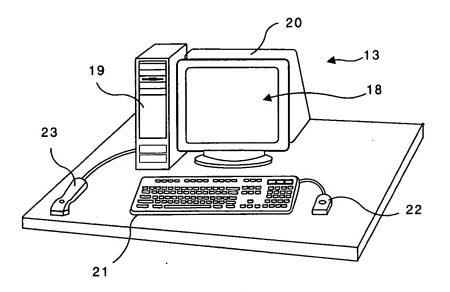


COMPOSITION/EDITORIAL MODE

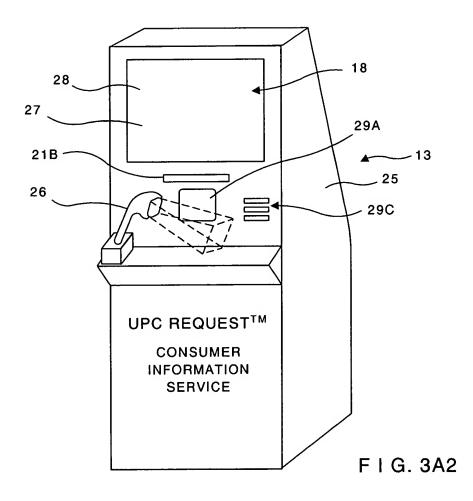
400

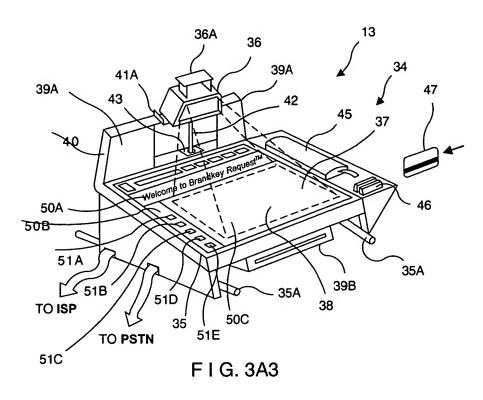
F I G. 2E5

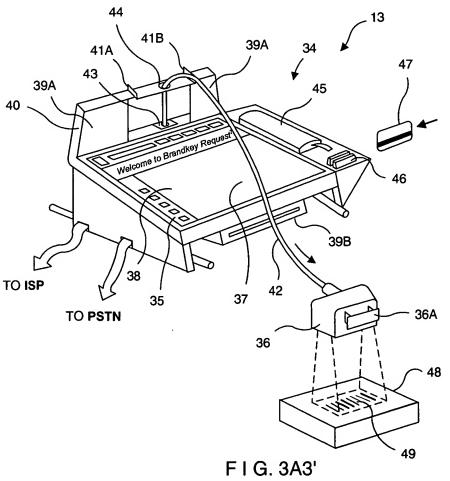
UPN/URL DATA LINKING MODE

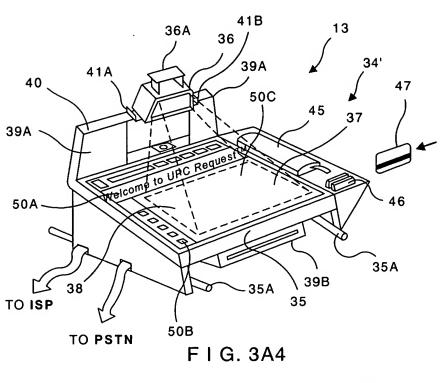


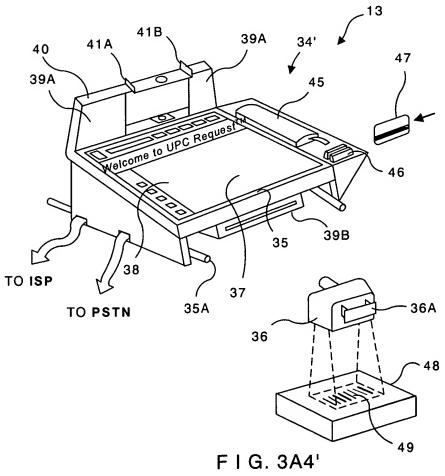
F I G. 3A1

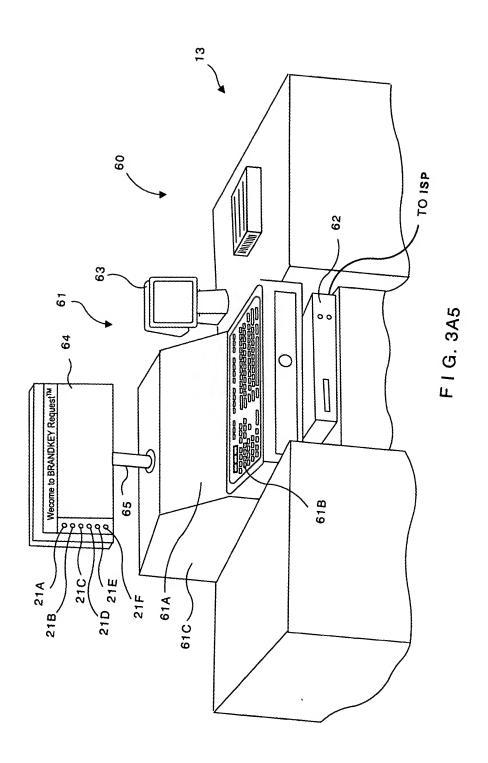


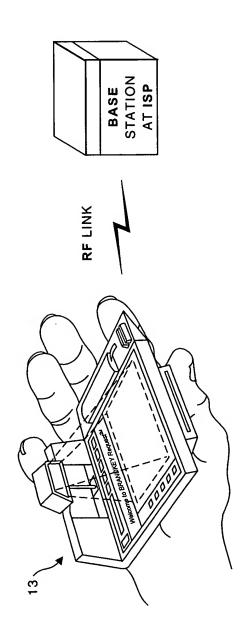












F I G. 3A6

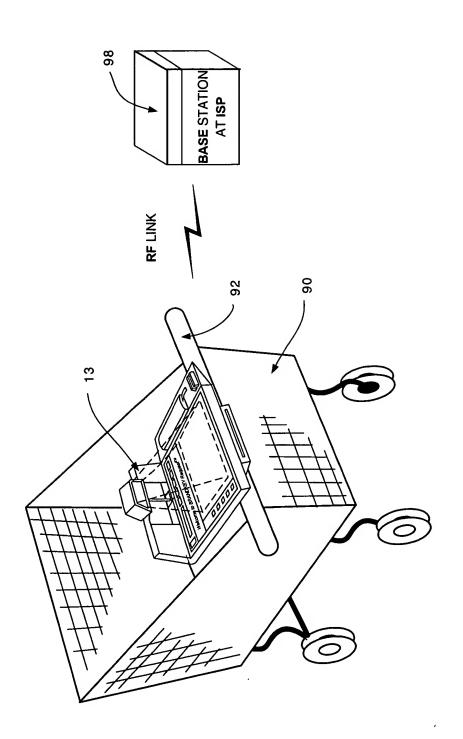


FIG. 3A7

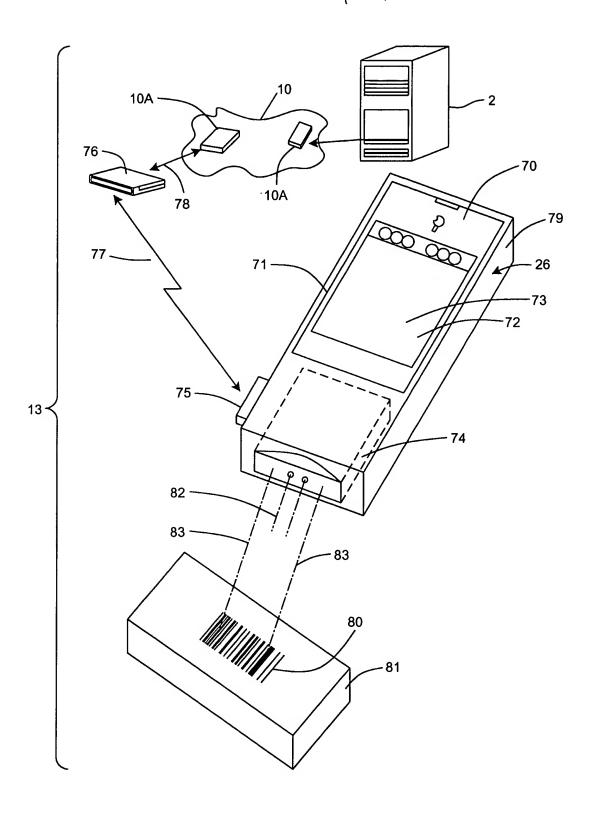
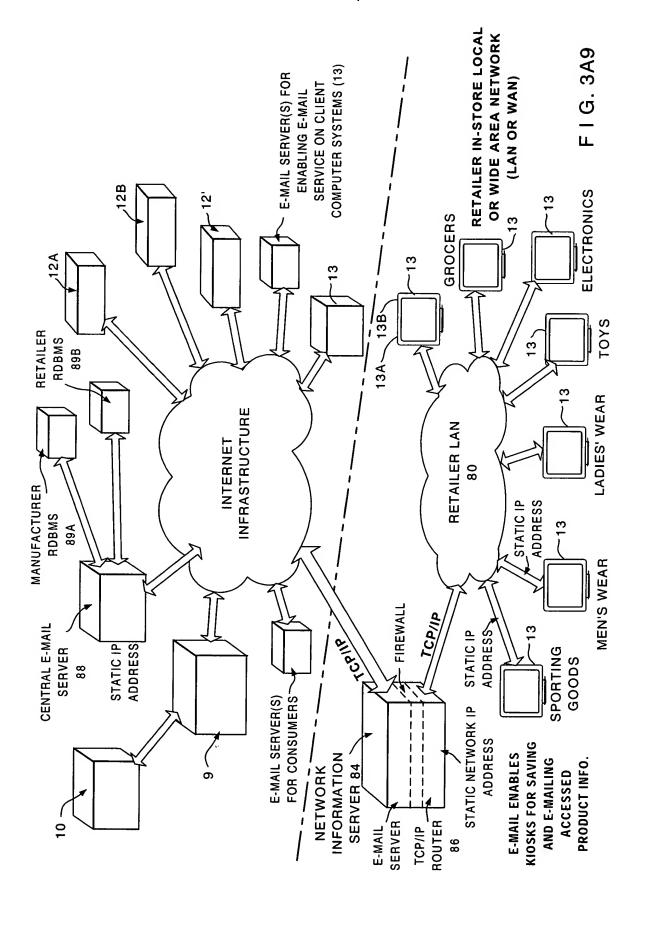
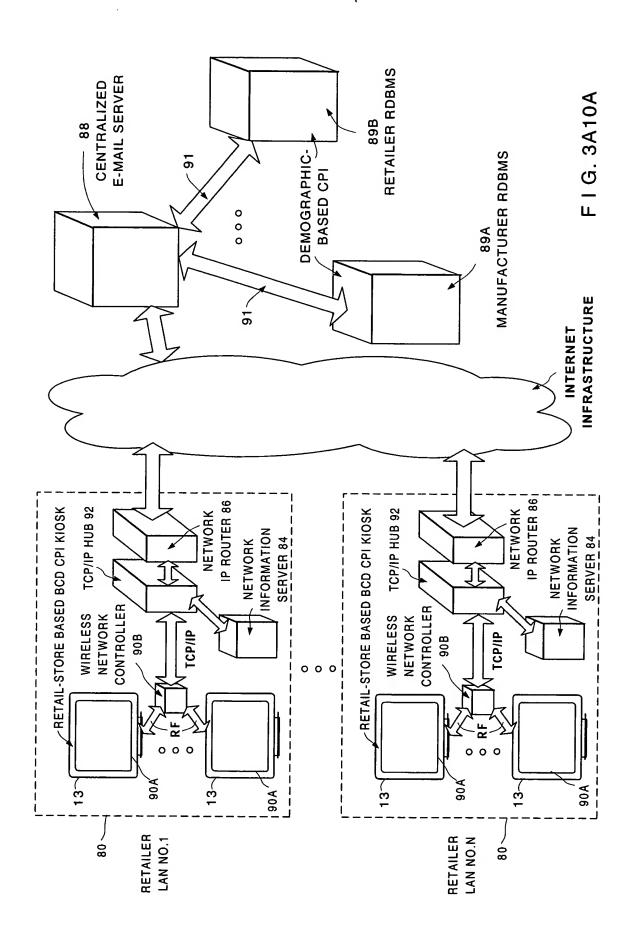
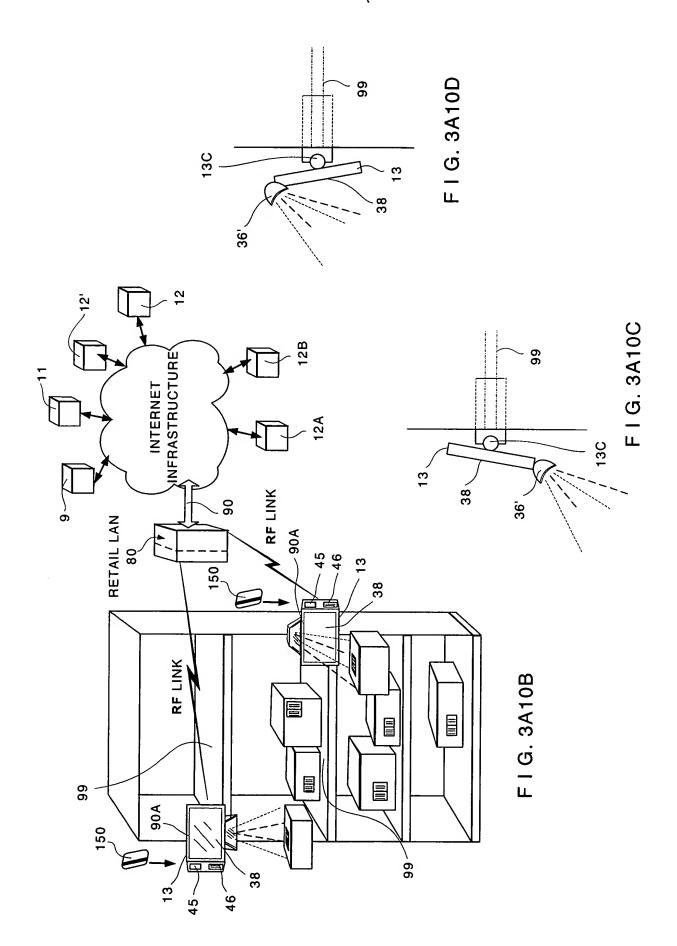


FIG. 3A8







MASTER DATABASE TABLE MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM	CONSUMER ADDRESS					•••	
	CONSUMER					•••	
	E-MAIL DELIVERY CONFIRMATION					•••	
	DESTINATION E-MAIL (HOME)					•••	
	DATE					•••	
	URL					• • •	
	UPN					•••	
	RETAIL KIOSK NO.					• • •	
	RETAILER KIOSK E-MAIL ACCNT. NO.					•••	
	RETAILE R NAME					•••	

F1G.3A11

MASTER DATABASE TABLE MANTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM	CONSUMER ADDRESS					•••	
	CONSUMER					•••	
	E-MAIL DELIVERY CRITERIA					•••	
	DESTINATION E-MAIL ADDRESS					•••	
	DATE					•••	
	URL					•••	
	UPN					•••	
	RETAIL KIOSK NO.					•••	
	MANUFACTURER (MIN)					•••	

F I G. 3A12

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH
i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND
STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI
RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING
COPIES OF THE ENVELOPE TO THE

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-

E-MAIL ADDRESS OF CONSUMER

TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER
E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY
TYPING THE E-MAIL ADDRESS, READING A BAR CODED
CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S EMAIL ADDRESS AND OTHER INFORMATION ENCODED
THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE
CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME
OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER
INTERFACED WITH THE BCD CPI KIOSK)

 $\stackrel{\bigstar}{\widehat{\mathsf{A}}}$



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "CAPTURE, SAVE & ATTACH") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE CAPTURED, STORED AND ATTACHED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE

ATTACHED TO THE CPI-ENABLING ENVELOPE)

B

- D

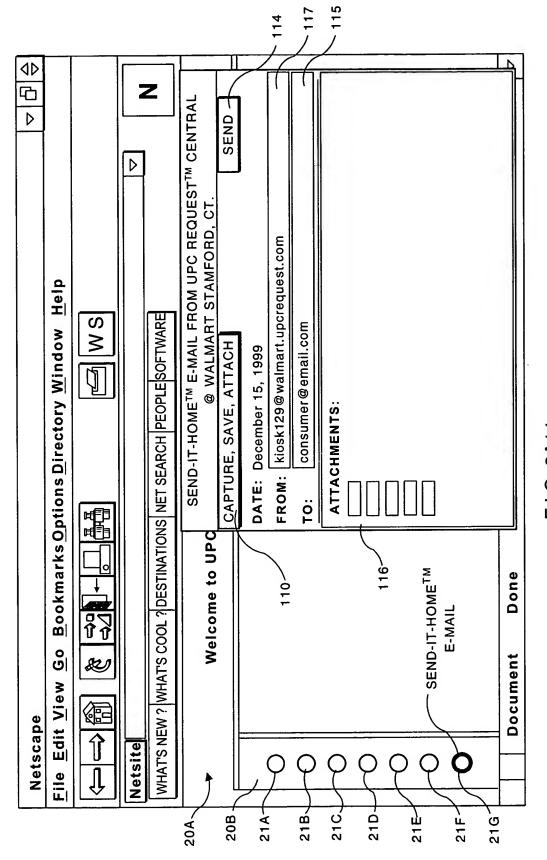
- E



UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

F I G. 3A13C



F I G. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING
COPIES OF THE ENVELOPE TO THE
E-MAIL ADDRESS OF CONSUMER

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER
E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY
TYPING THE E-MAIL ADDRESS, READING A BAR CODED
CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S EMAIL ADDRESS AND OTHER INFORMATION ENCODED
THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE
CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME
OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER
INTERFACED WITH THE BCD CPI KIOSK)

 $\begin{pmatrix} \mathbf{1} \\ \mathbf{A} \end{pmatrix}$



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPITRANSPORTING ENVELOPE (INDICATED AS "CAPTURE & RECORD") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE CAPTURED AND RECORDED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

B

- C

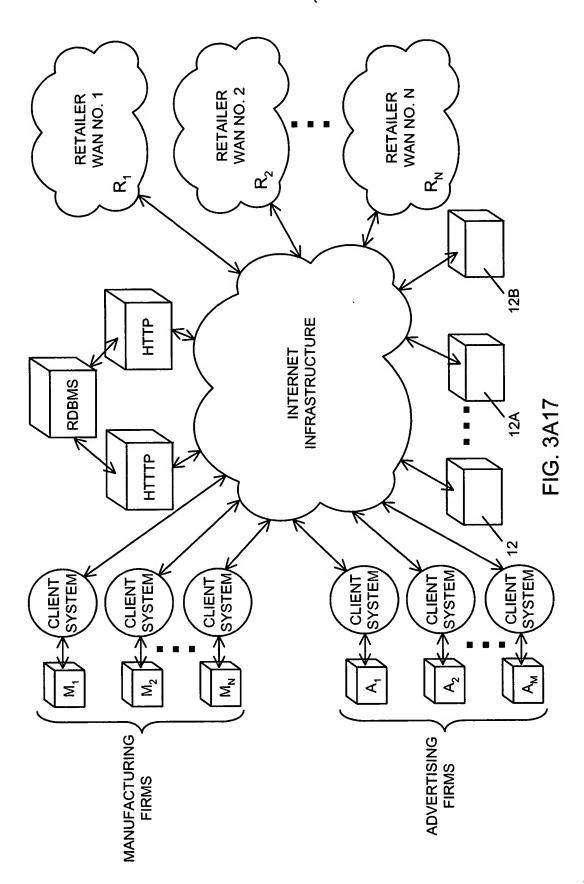
- D

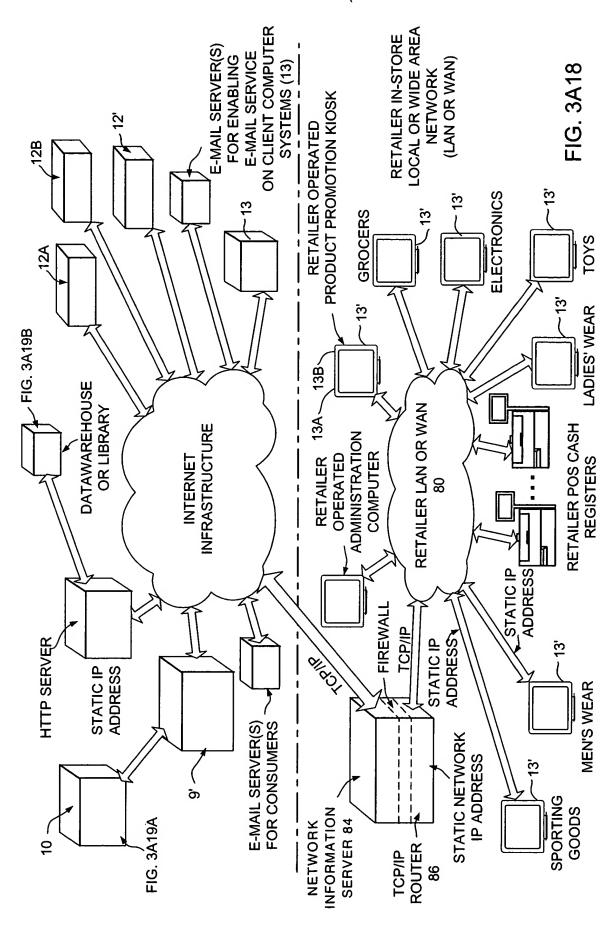
E



UPON CAPTURING AND RECORDING THE URLS OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

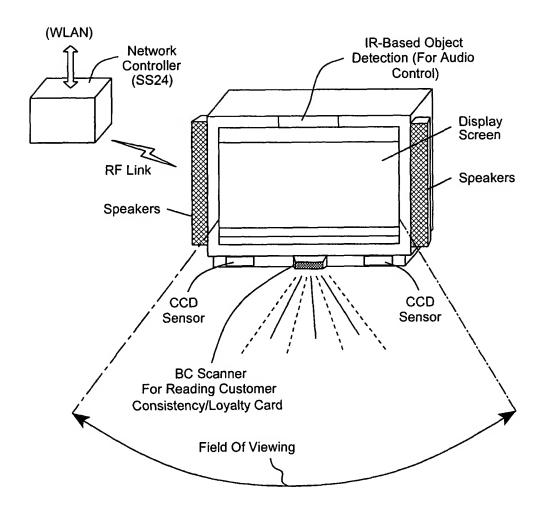
MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER





	 	,		 	 	 	
E-MAIL						•••	
PRODUCT DESCRIPTION						•••	
TRADEMARKS						•••	
URL NO. N						•••	
•			•			•••	
URL NO.1						•••	
RETAILER						•••	
UPN						•••	

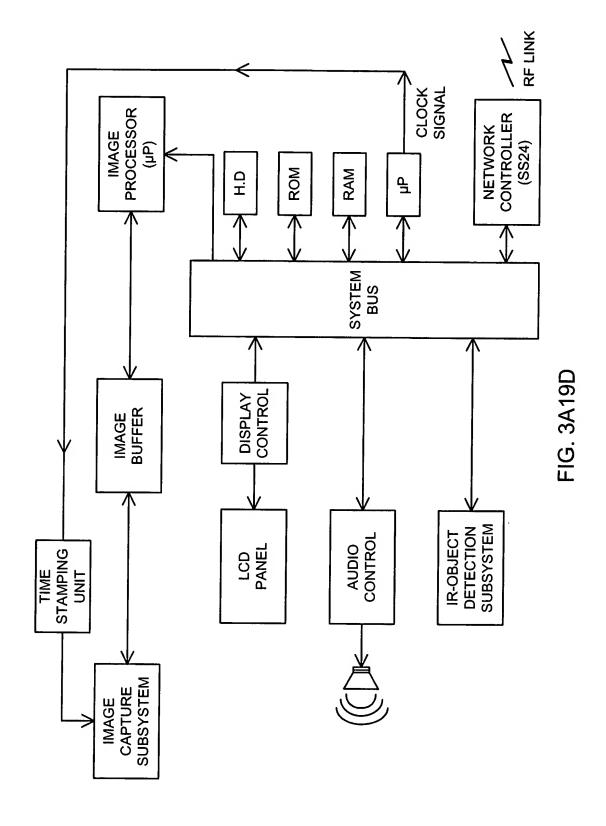
FIG. 3A19A



Features:

- -Eye Training And Accounting Subsystem -Tracks Detected Eyeball

FIG. 3A19C



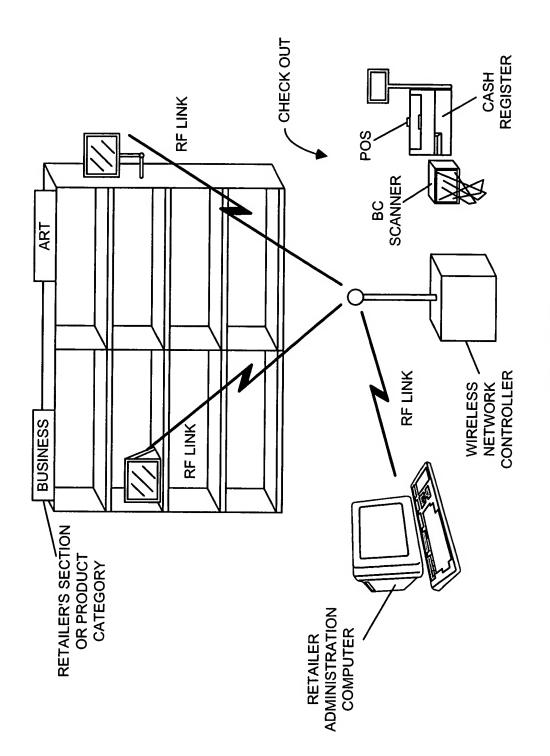


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)
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FIG. 3A21A

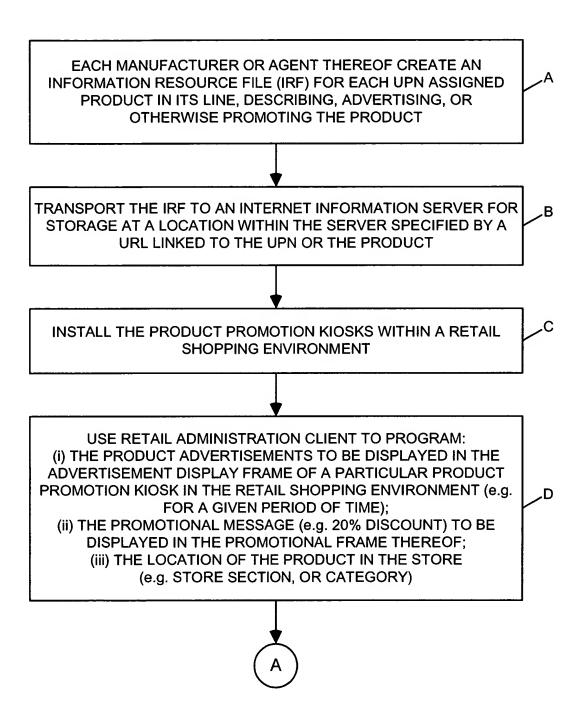


FIG. 3A22A

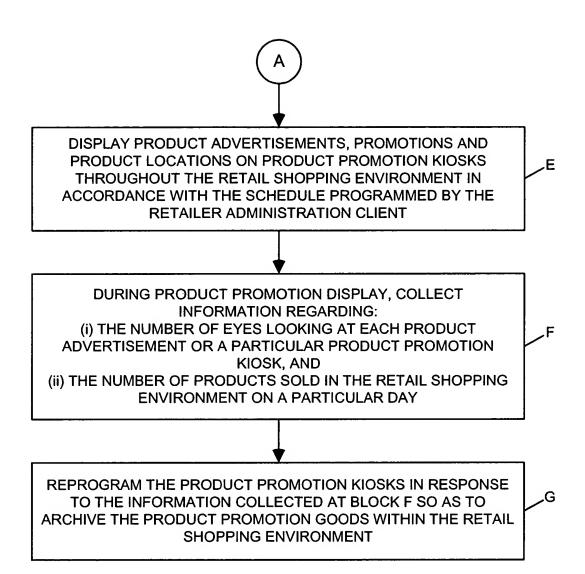


FIG. 3A22B

PRODUCT PROMOTION PROGRAMMING TABLE

RETAILER KIOSK NO.
•••

FIG. 3A23

# OF UPN SOLD ON 4TH DATE				
# OF UPN SOLD ON 3RD DATE				
# OF UPN SOLD ON 2ND DATE				
# OF UPN SOLD ON SAME DATE				
URL/AD				
EYE COUNTS				
TIME/DATE EYE COUNT				
UPN (PRODUCT)				

FIG. 3A24

REPORT

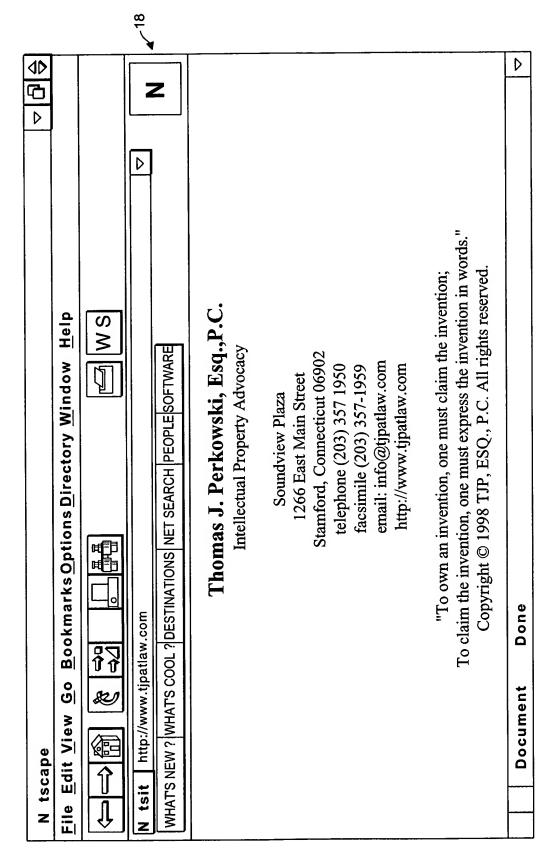


FIG. 3B

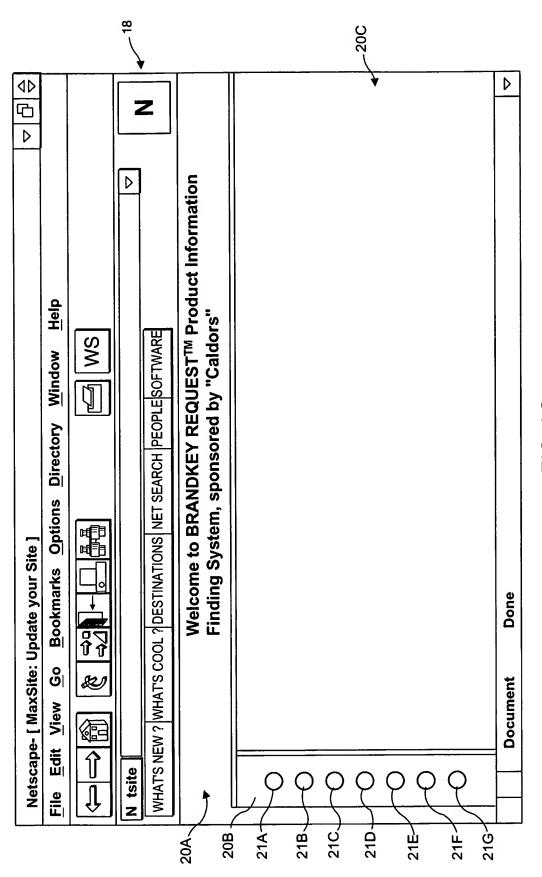


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
•••	•••	•••	•••	•••	•••	• • •	•••
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST, CPIR-ENABLING APPLET LIBRARY

PRODUCT ADVERTI- SEMENT INFORMATION FIELD			
MISCELLA- NEOUS INFORMATION FIELD			
PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS INFORMATION INFORMATION FIELD FIELD		• • •	
		•••	
PRODUCT WARRANTY / SERVING INFORMATION FIELD		•••	
PRODUCT UPDATE INFORMATION FIELD		•••	
URL SPECIFICATION UPDATE S INFORMATION INFORMATION FIELD			
URL			

FIG. 4A2

IP/SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	coca soba	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
•••	• • •		• • •		

FIG. 4B

Manufacturer	Company Name	Street Address	City	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website HBI		
	ָ ר	A	√	∀	Α	٨	⊢][∢	∢	∢	A	4	
① Consumer Product		← UPC Number	Company Name	Manufacturer ID Number	Manufacturer Product Number	Manufacturer Website URL	Product Description	\neg	Information Resources on the WWW	. 10	UPC Number	Manufacturer ID Number	Manufacturer Product Number	Company Name	URL for Product Description	
	7	⋖	4	4	4	4	⋖	4	4	⋖	⋖	4		⋖	1]
Manufacturer		Company Name	Street Address	City	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website URL	

:IG: 4C

FIG. 4C1

Consumer Product	UPC Number	Company Name	Manufacturer ID Number	Manufacturer Product Number	Manufacturer Website URL	Product Description	Primary Trademark	Secondary Trademark	Package Type	UPC Symbol Type	Website Marking on Package	800 Consumer Phone Numbe	
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Info. Resources on WWW

Manufacturer ID Number

UPC Number

FIG. 4C

URL For Company Stock Purchase URL For Company Annual Report URL For Direct Product Purchase **URL For Complementary Product** URL For Complementary Product URL For Complementary Product URL For WWW Advertisement URL For WWW Advertisement URL For Product Retailer No.2 URL For Product Retailer No.3 URL For WWW Advertisement Manufacturer Product Number URL For Product Retailer No.1 **URL For Product Description URL For Product Wholesaler** URL For Product Wholesaler URL For Product Wholesaler **URL For Warranty Service URL For Product Manual** Company Name

FIG. 4C3

RETAILER

Company Name

Street Address

City

State

Postal Code

Country

Manufacturer ID Number

Contact Person

Phone Number

E-Mail

Domain Name

Website Creation Date

Website Existence

Manufacturer Website URL

Manufacturer No. 1

Manufacturer No. 2

Manufacturer No. 3

Manufacturer No. 4

Manufacturer No. 5

Manufacturer No. 6

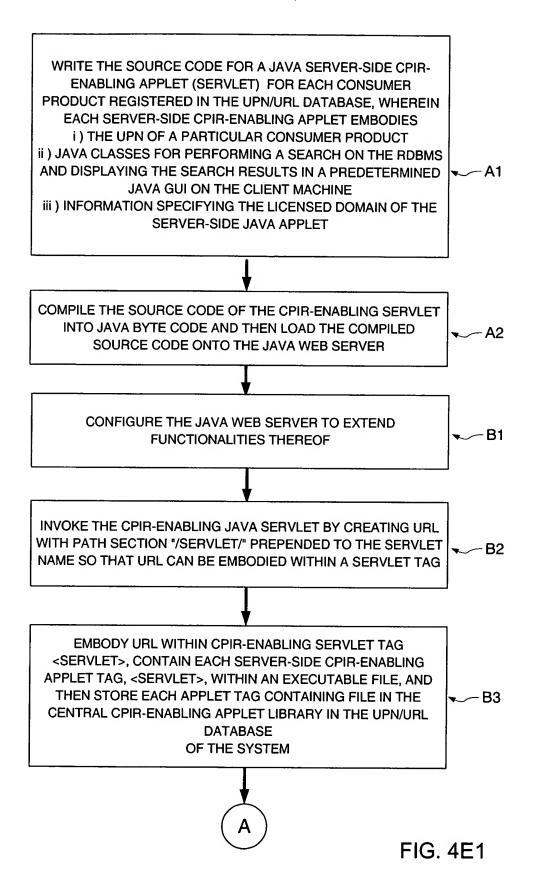
Manufacturer No. 7

Manufacturer No. 8

Manufacturer No. 9

Manufacturer No. 10

Manufacturer No. N





DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

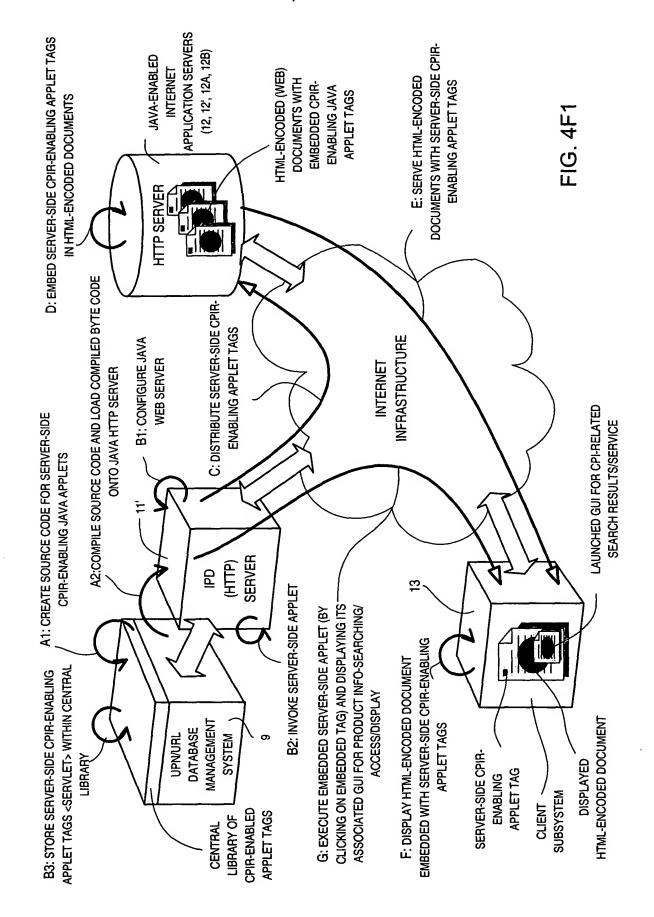
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE SERVER-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

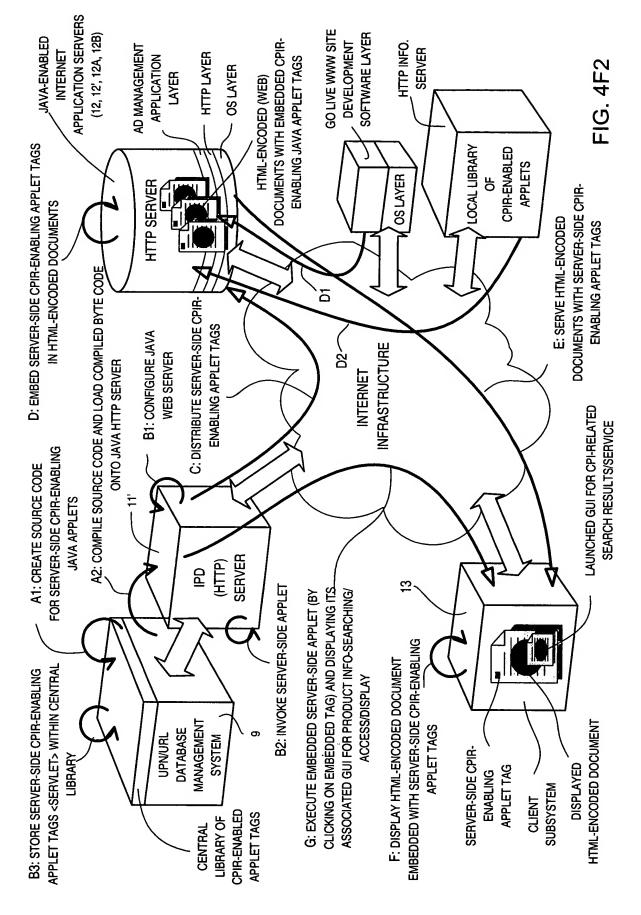
SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED SERVER-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

– E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED SERVER-SIDE CPIR-ENABLING APPLET TAGS _- F

EXECUTE THE ASSOCIATED UPN-ENCODED SERVER-SIDE
APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING
ON THE CPIR-ENABLING APPLET WHEREBY THE RDBMS SEARCH
RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON
THE SEARCH-REQUESTING CLIENT SUBSYSTEM





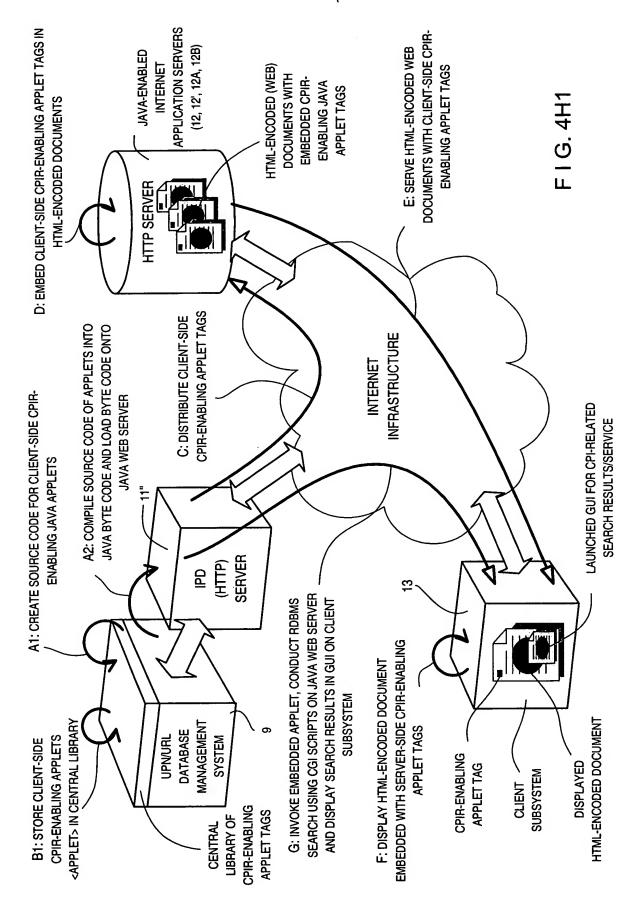
WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-**ENABLING APPLET FOR EACH CONSUMER PRODUCT** REGISTERED IN THE UPN/URL DATABASE. WHEREIN EACH CLIENT-SIDE **CPIR-ENABLING APPLET EMBODIES:** i) THE UPN OF A PARTICULAR CONSUMER PRODUCT ii) JAVA CLASSES FOR CALLING A CGI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND **√**A1 DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-**√**B1 ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

FIG. 4G1

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

•~~ G



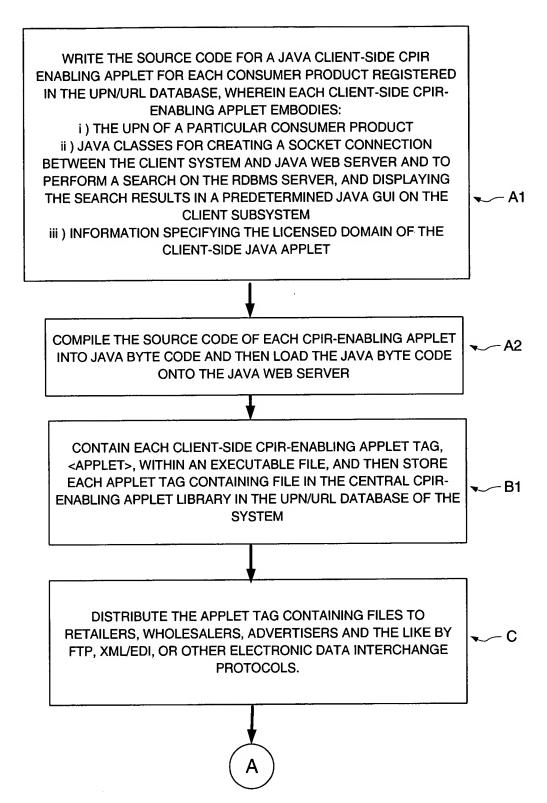


FIG. 411

~ D

~ ■ E

~ G

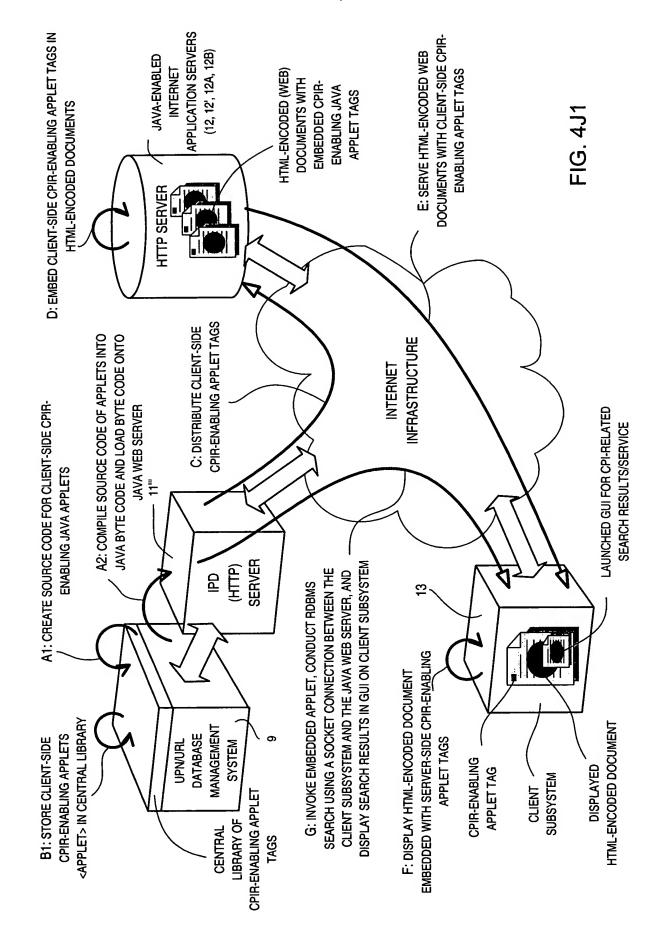


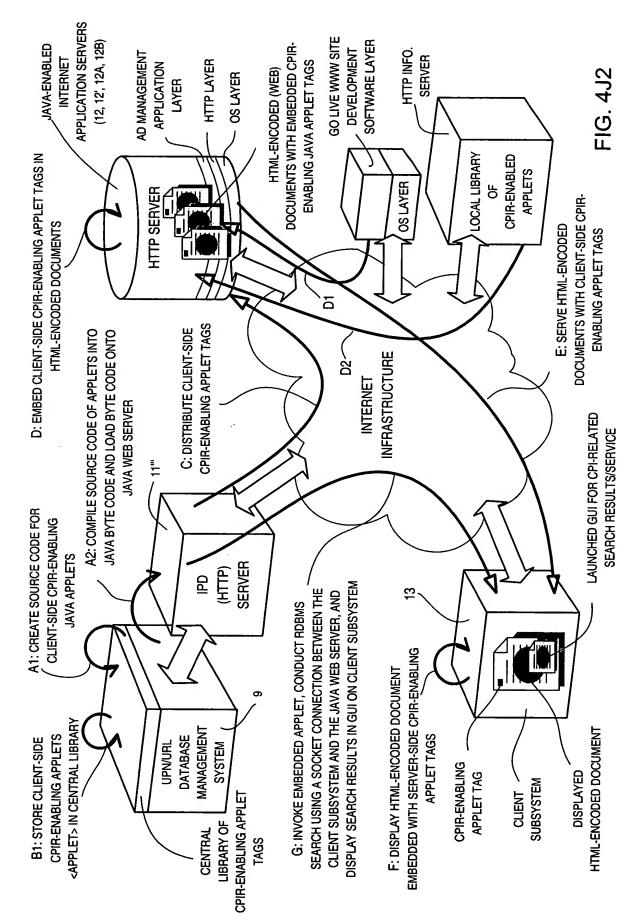
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET
AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE
CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH
RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON
THE SEARCH-REQUESTING CLIENT SUBSYSTEM





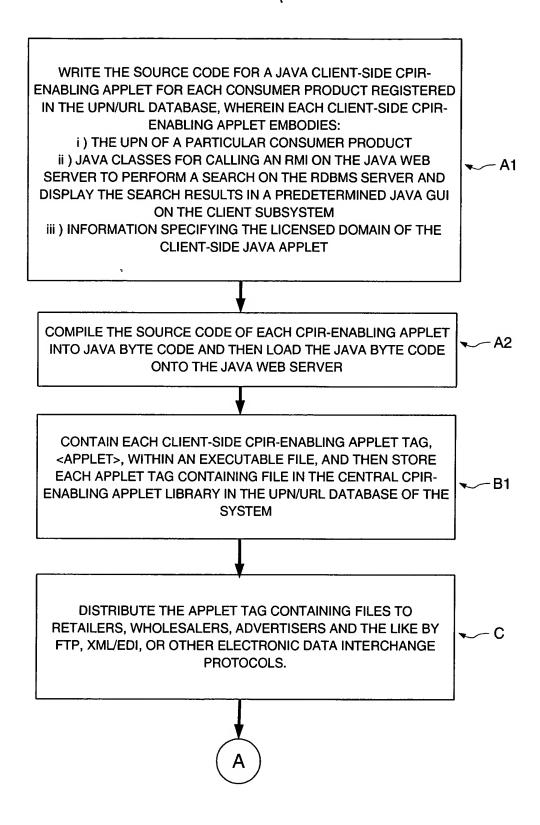


FIG. 4K1

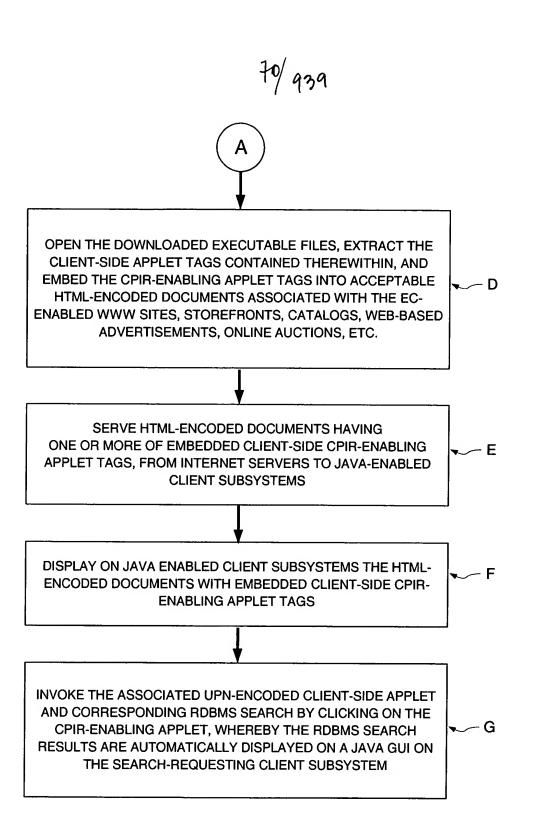
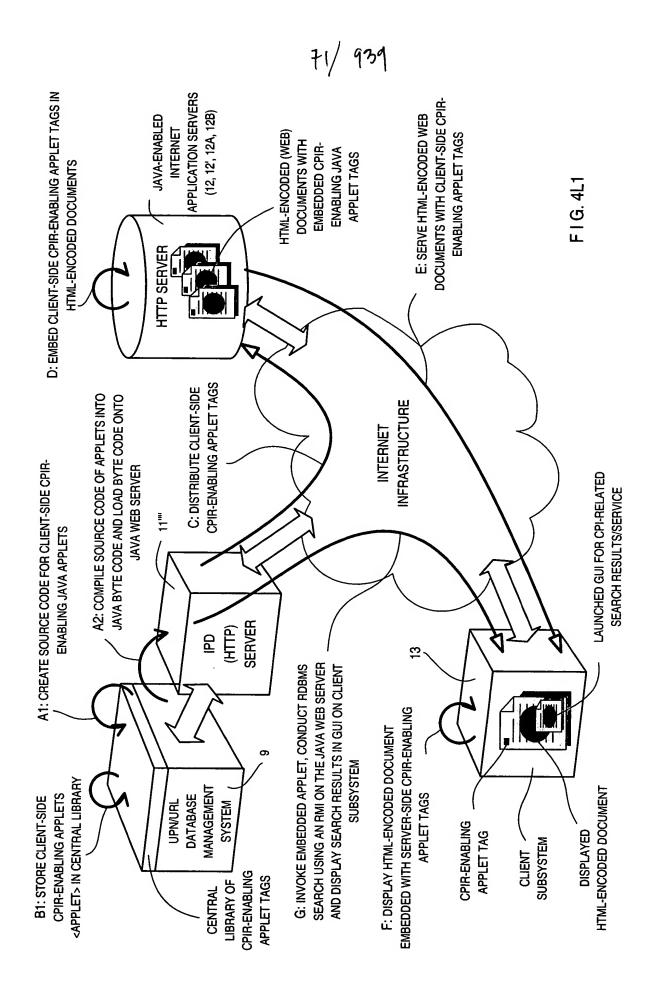
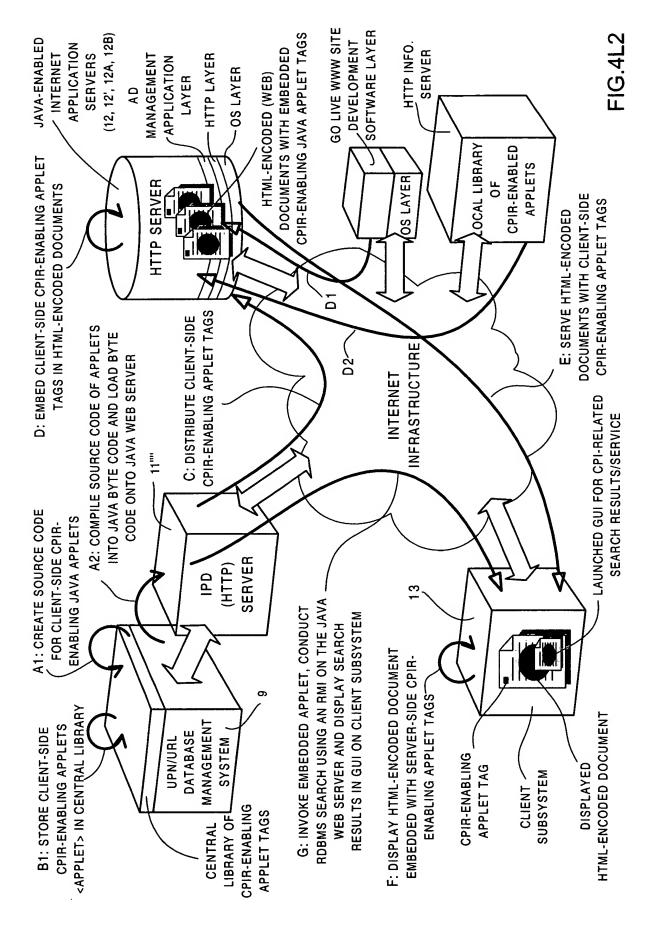


FIG. 4K2





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BRANDKEY R	REQUEST™ CC	OKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER	ICT INFORMATIOI	N SERVER
BrandKey Request™	CEN	CENTRAL LIBRARY OF CPIR-ENABLING APPLETS	IR-ENABLING APPLE	TS
Trademark™	UPCNo	Trademark	Manufacturer No.	Download
Home-Page™	0000000000	Power Mac Computer	0000000000	© Click lone &
		A CONTRACT TO A		•
Product Description TM	1111111111	Sony	1111111111111111	
MI X				
Y III	2222222	J. Crow	zazzazzaz	
Send-It-Home™				
			- Although Annie -	

FIG. 4M1

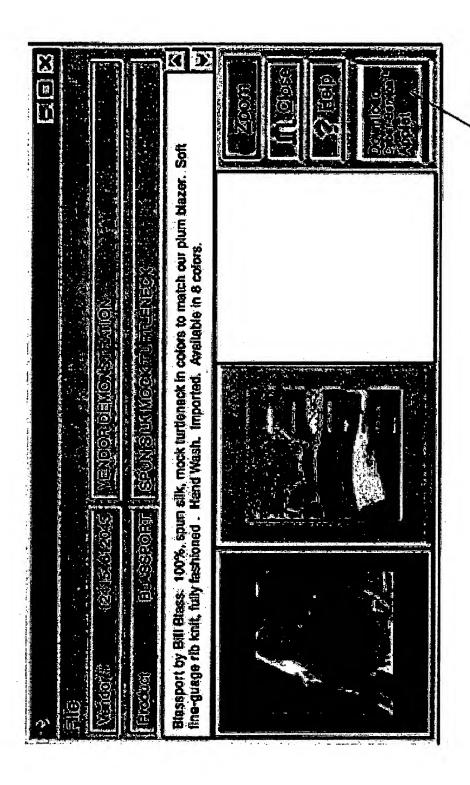


FIG. 4M2

100

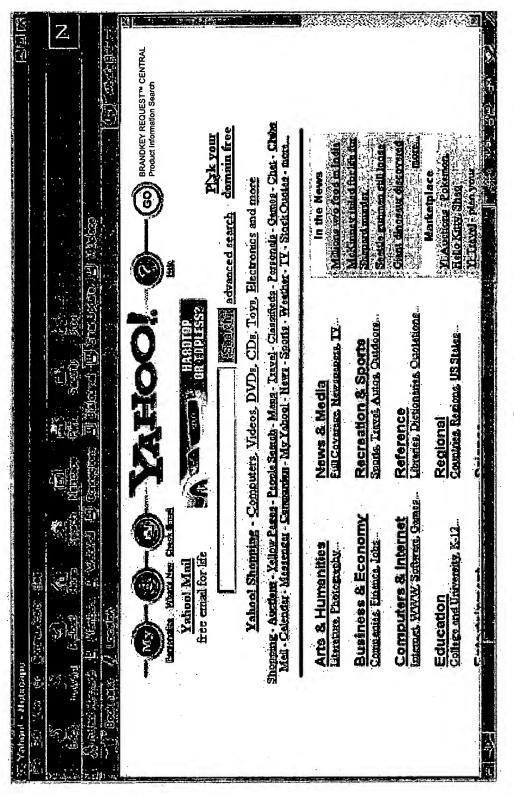


FIG. 4N1

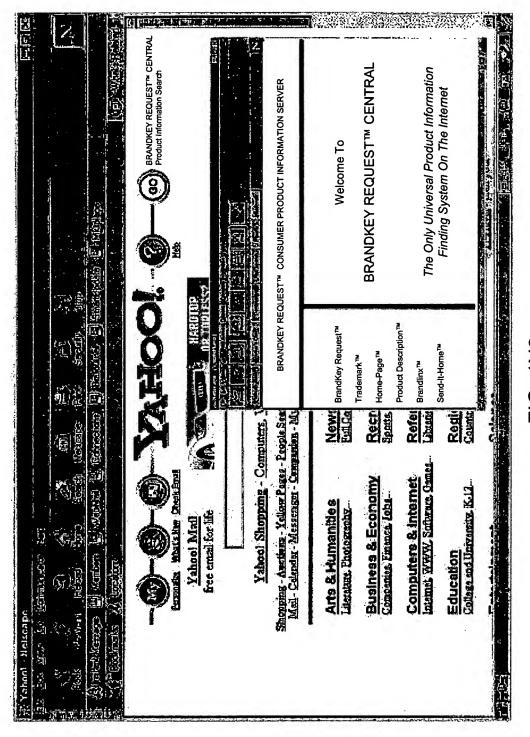


FIG. 4N2

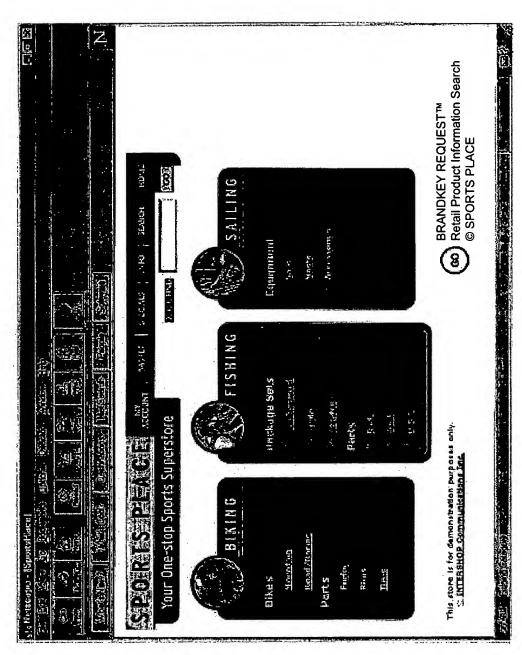


FIG. 401

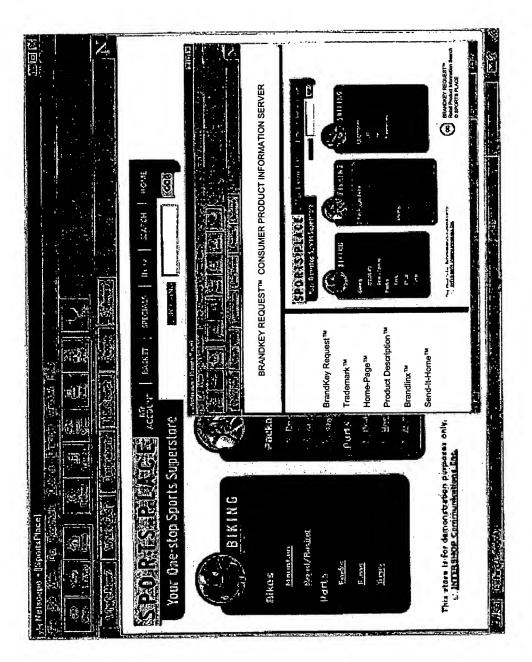


FIG. 402

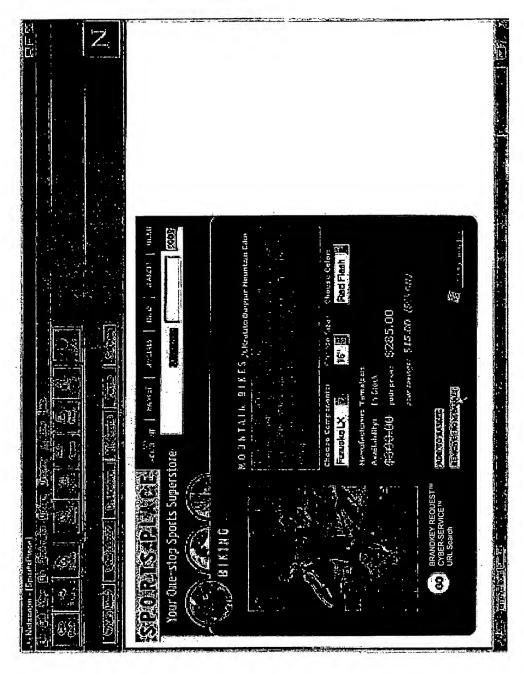


FIG. 4P1

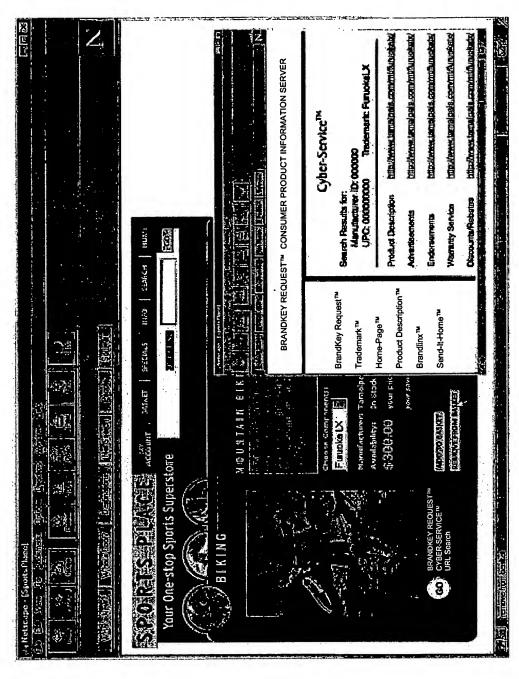


FIG. 4P2



FIG. 4Q1

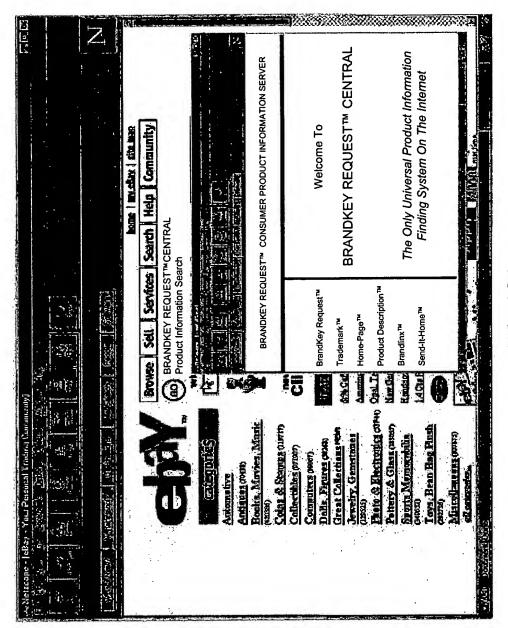


FIG. 4Q2

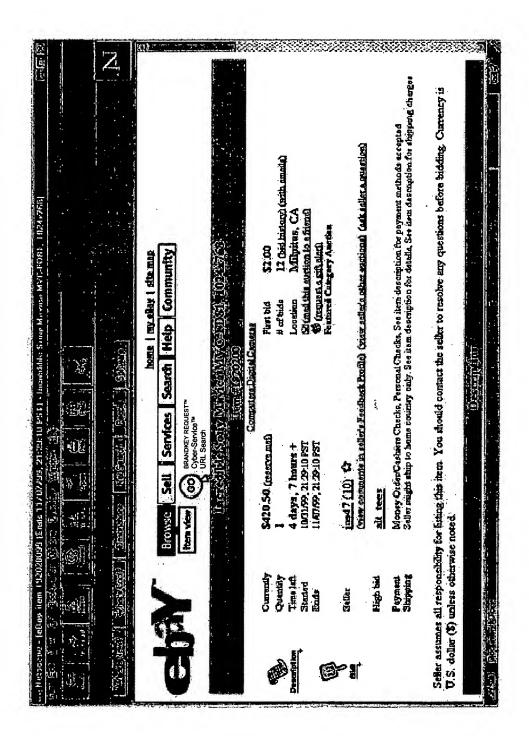


FIG. 4R1

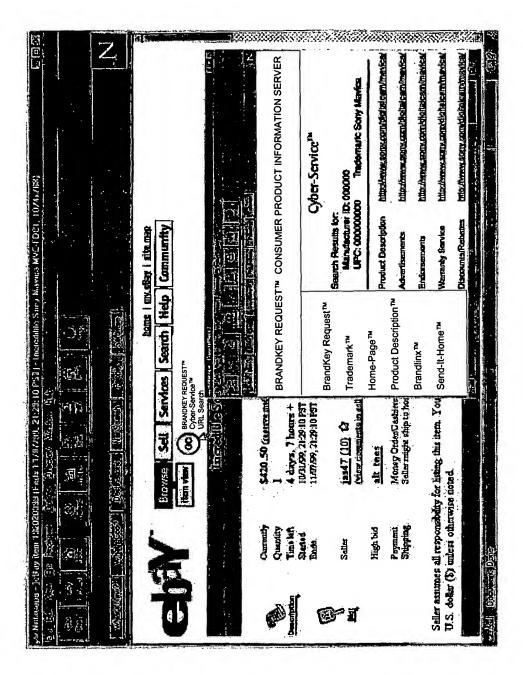


FIG. 4R2

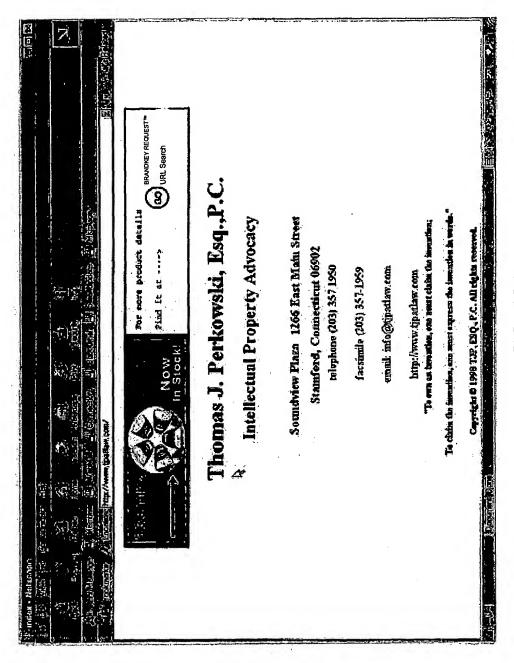


FIG. 4S1

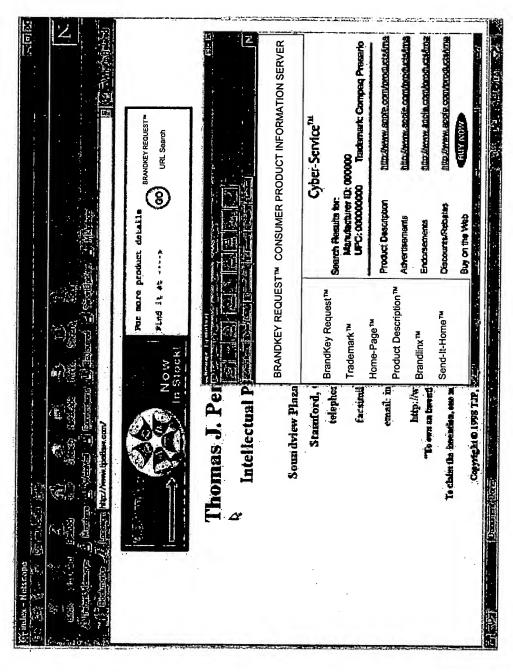


FIG. 4S2

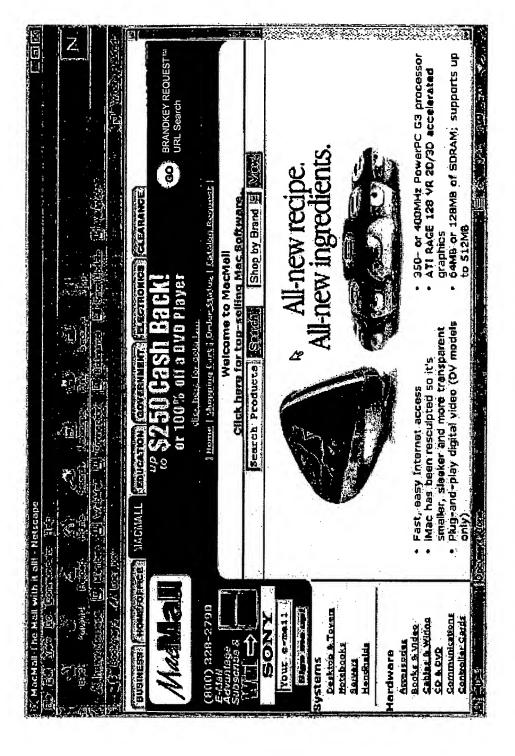


FIG. 4S3

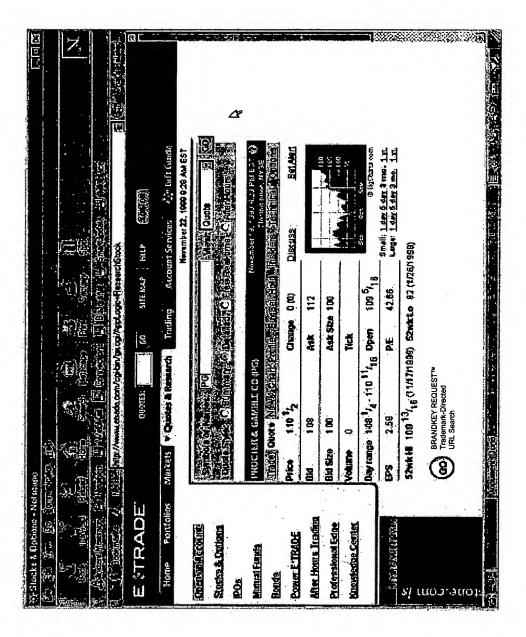
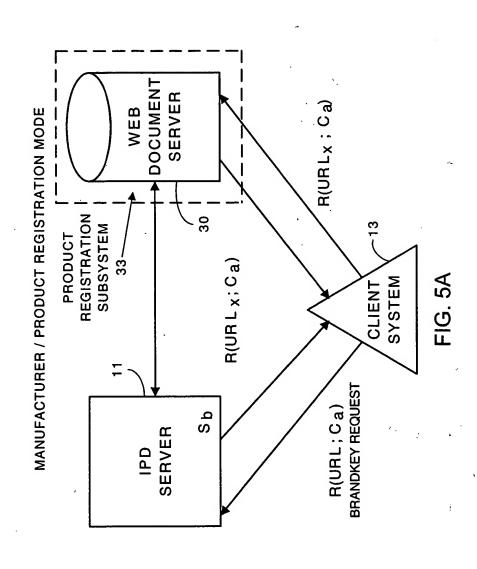
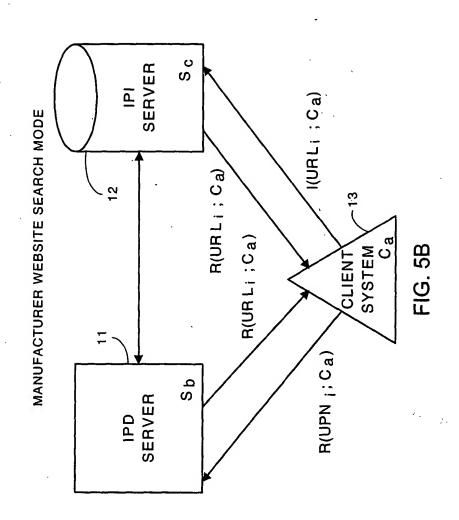


FIG. 4T1

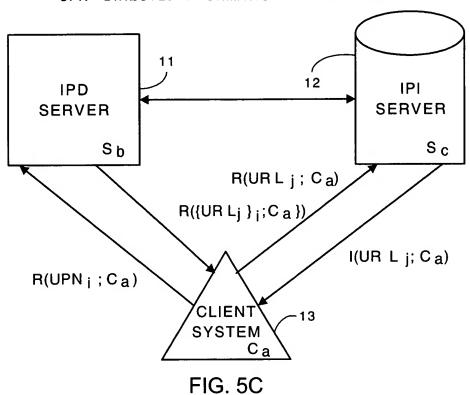
EIEE (1) (1) (2) (3) (3) (4) (4) (4) (5) (5) (6) (7) (6) (7) (7) (7) (7) (7) (7) (7) (7) (7) (7	SHEMAN HILD (FEEL)	Account Spraises. My Eth Guide. Baselle		BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER	Trademark-Directed URL Search	Search Results for: Manufacture 10: 000000	TEN Description	0000000000		100
## ## ## ## ## ## ## ## ## ## ## ## ##	118 09 31	Charlish Trading		BRANDKEY REQUES		BrandKey Request [™] Trademark [™]	Home-Page™	Product Description TM	Brandlinx ^M Send-It-Home	
Marcale S. A. Section With the section of the sec	31000	Mariette V Quotes & Research		PROCESS & CRANI Track Ounts Mi		Bld Size 100 Vetume D	Dayrange 108 1/	EPS 2.59	SZWKH 109 "1.	<u> </u>
X. Stacks & Options - Neutrone S- Sc. Mys., Pb. Becontrem (17) Bec. (17) S. Assertion		Horne Portfolios	Stocks & Options Pos	(Autral Lunds Bonds	POWER ETRADE	Professional Edite	ARIOWANIA LATERA	Total de se sie l'anne	a com k	

FIG. 4T2

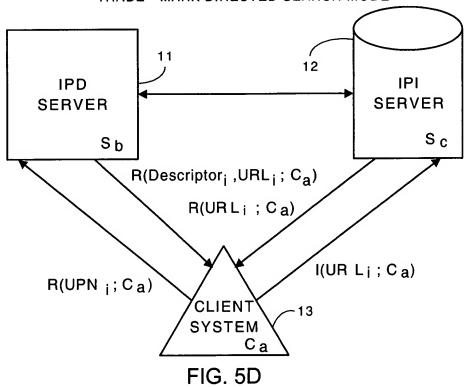




UPN - DIRECTED INFORMATION ACCESS MODE



TRADE - MARK DIRECTED SEARCH MODE



PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

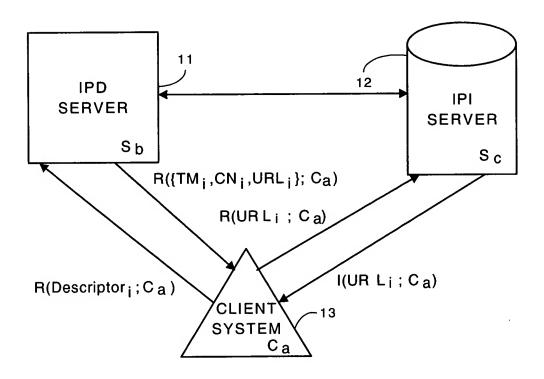


FIG. 5E

ACTIVATE MANUFACTURER / PRODUCT REGISTRATION MODE BY SELECTING MODE ACTIVATION CHECK BOX ON CONTROL STRIP OF GUI DISPLAYED ON CLIENT SYSTEM, AND SENDING HTTP REQUEST TO IPD SERVER OF IPI FINDING AND SERVING SUBSYSTEM IPD SERVER SENDS HTML DOCUMENT TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN В INFORMATION DISPLAY FRAME OF GUI THEREOF THE MANUFACTURER FOLLOWS INSTRUCTIONS DISPLAYED ON THE HTML DOCUMENT LINKING TO WEB DOCUMENT SERVER OF THE MANUFACTURER /PRODUCT REGISTRATION C SUBSYSTEM AND CARRYING OUT OF THE PROCEDURES MANAGED THEREBY

FIG. 6A

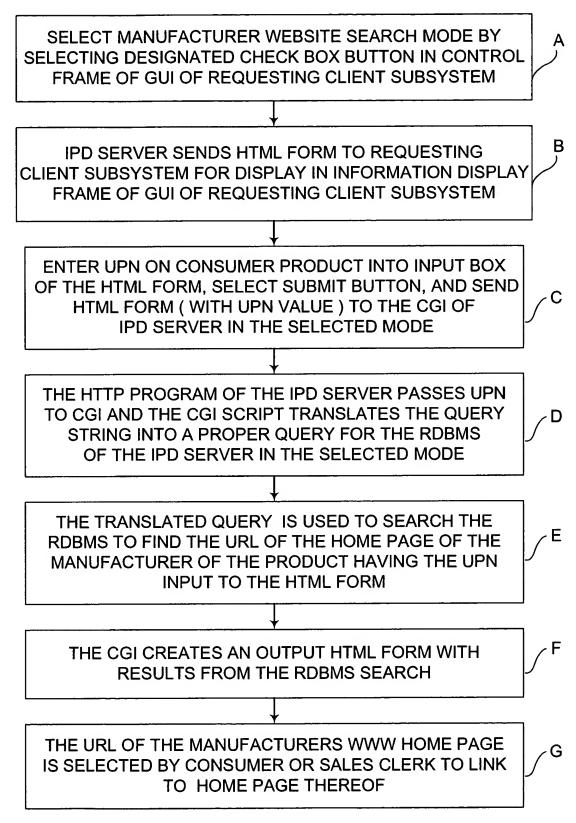


FIG. 6B

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SELECT UPN - DIRECTED SEARCH MODE BY SELECTING DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM IPD SERVER SENDS HTML FORM TO REQUESTING В CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH UPN VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE THE HTTP PROGRAM OF THE IPD SERVER PASSES THE UPN TO THE CGI AND THE CGI SCRIPT TRANSLATES THE ٠D QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS. TO FIND THE SET OF URLs POINTING TO THE HTML DOCUMENTS PUBLISHED ON THE INTERNET AND CONTAINING INFORMATION RELATING TO THE CONSUMER / E PRODUCT HAVING THE UPN ENTERED INTO THE INPUT OF THE HTML FORM THE CGI CREATES AN OUTPUT HTML FORM WITH THE RESULTS FROM THE RDBMS SEARCH

DISPLAY IN THE INFORMATION DISPLAY FRAME THE SET OF URLs RETRIEVED FROM THE RDBMS SEARCH AT BLOCK F ABOVE

LINK TO A DESIRED CONSUMER PRODUCT RELATED INFORMATION BY SELECTING THE CORRESPONDING URL FROM THE DISPLAYED INFORMATION MENU

- H

٠G

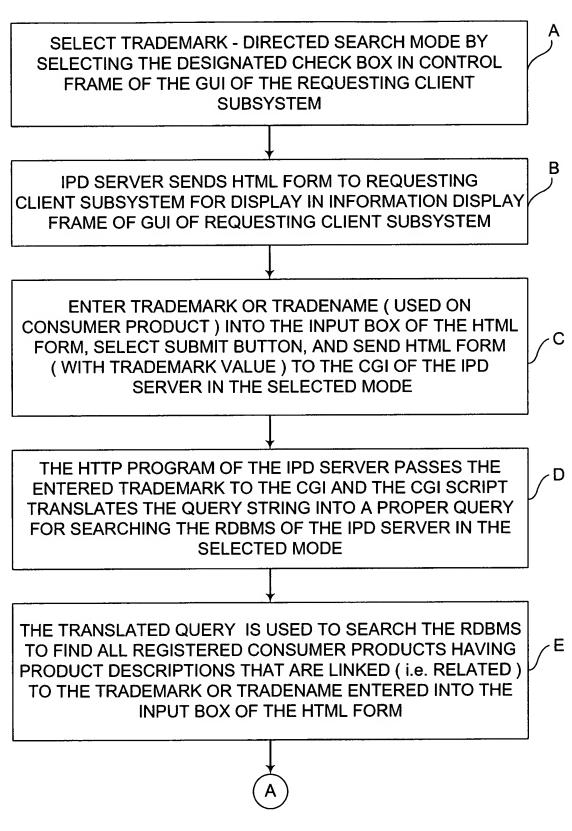


FIG. 6D1



CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

·F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

- G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

/ H

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLs RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED
DATA TRIPLET

J

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

В

FIG. 6D2

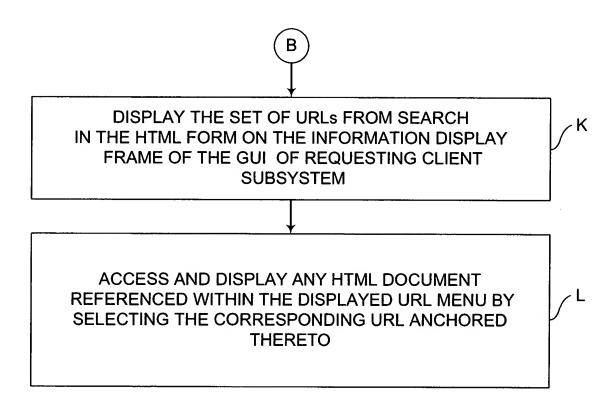


FIG. 6D3

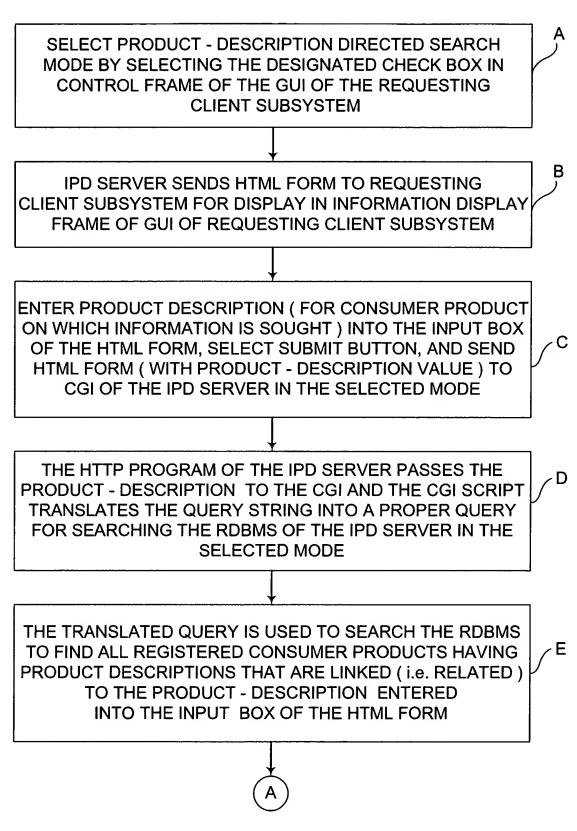


FIG. 6E1



CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

-G

- H

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLS RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE
SELECTED DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

B

FIG. 6E2

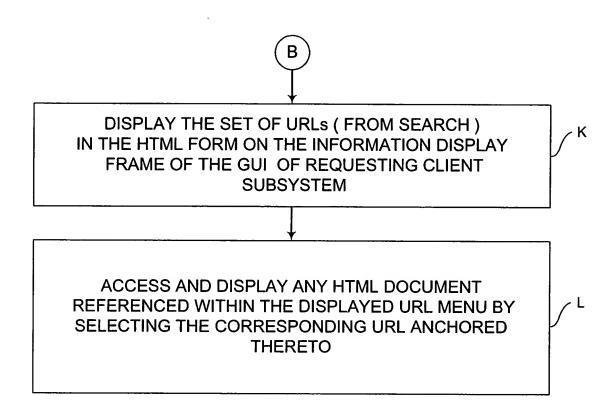
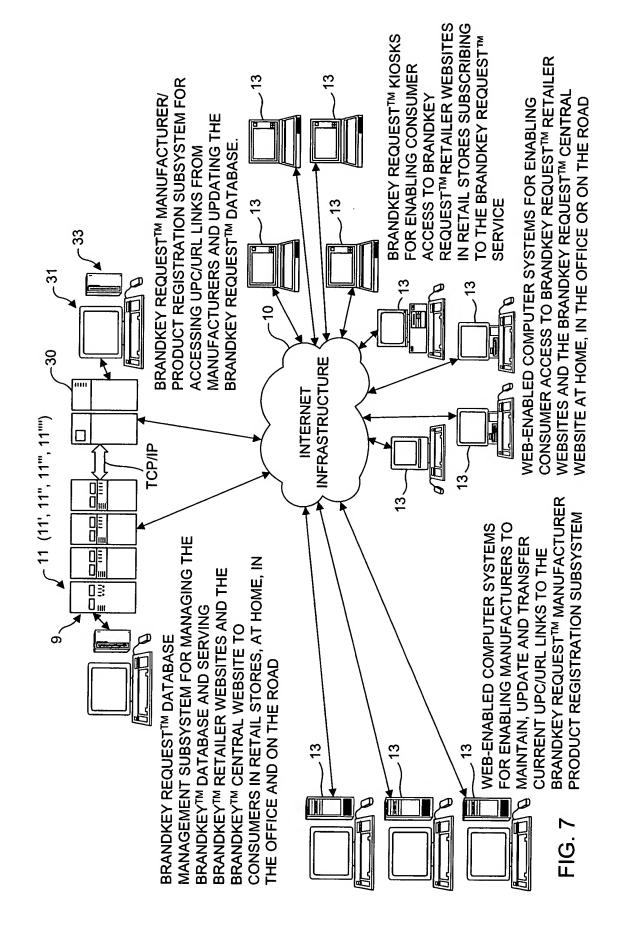
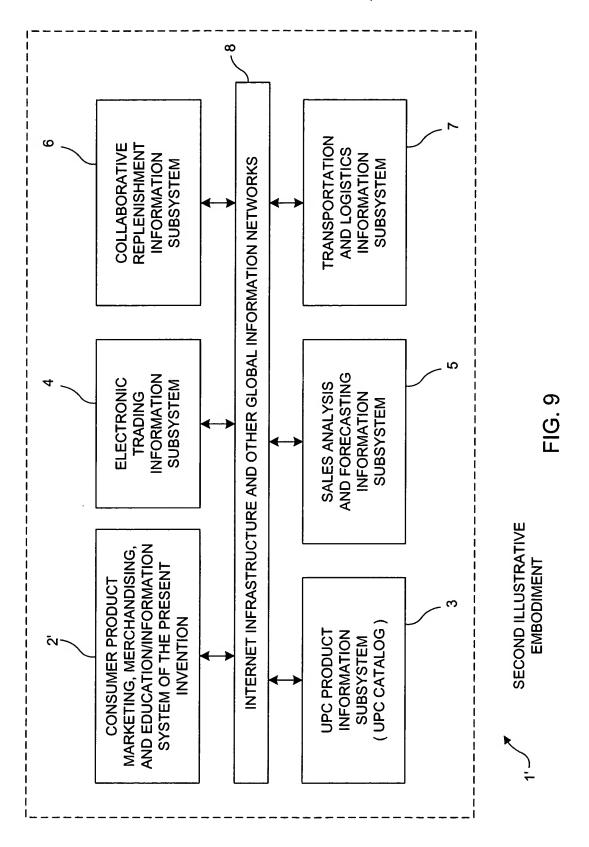


FIG. 6E3



104/929 BRANDKEY REQUEST™ **CENTRAL WEBSITE** SERVED TO CONSUMERS AT HOME, IN THE OFFICE, AND ON THE ROAD **BRANDKEY BRANDKEY** REQUEST™ REQUEST™ RETAILER WEBSITE RETAILER WEBSITE **SERVED TO RETAIL** SERVED TO RETAIL SUBSCRIBER SUBSCRIBER NO.1 NO. M 9 **BRANDKEY** 0 REQUEST™ 0 **DATABASE MANAGEMENT** 0 SUBSYSTEM **BRANDKEY BRANDKEY** REQUEST™ REQUEST™ **RETAILER WEBSITE** RETAILER WEBSITE SERVED TO RETAIL SERVED TO RETAIL **SUBSCRIBER SUBSCRIBER** NO. 4 NO. 2 **BRANDKEY** REQUEST™ RETAILER WEBSITE **SERVED TO RETAIL SUBSCRIBER** NO. 3

F I G. 8



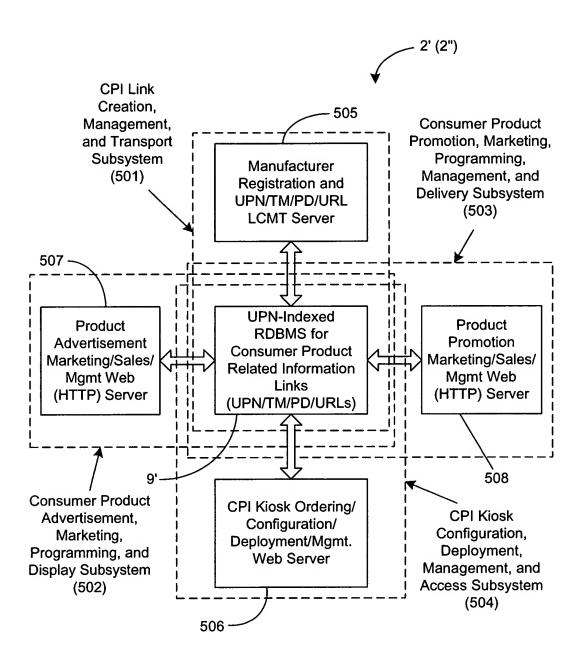
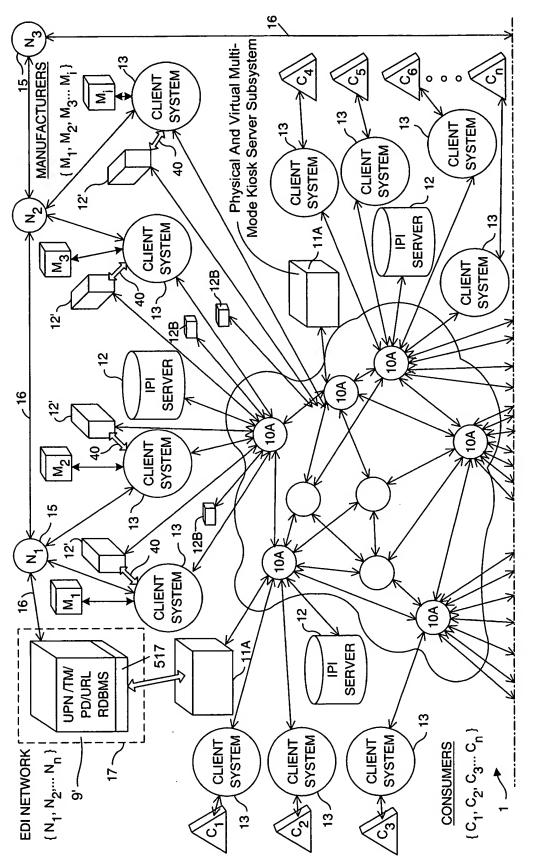
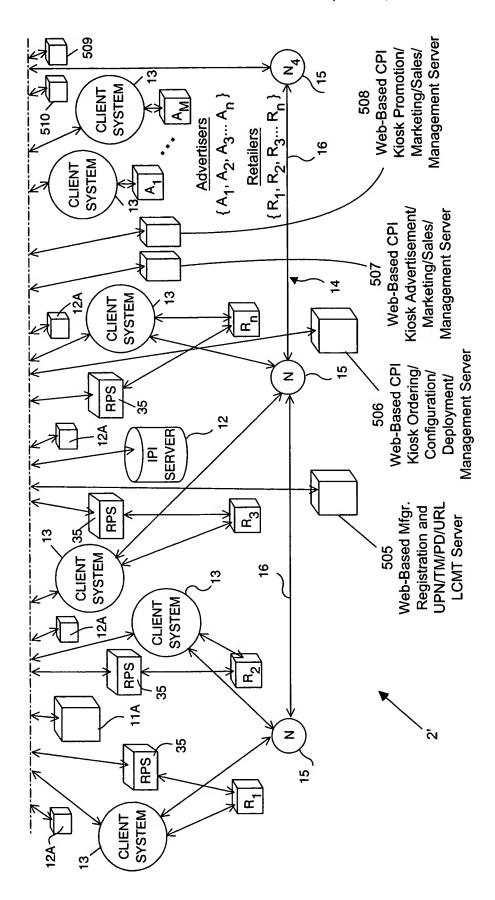


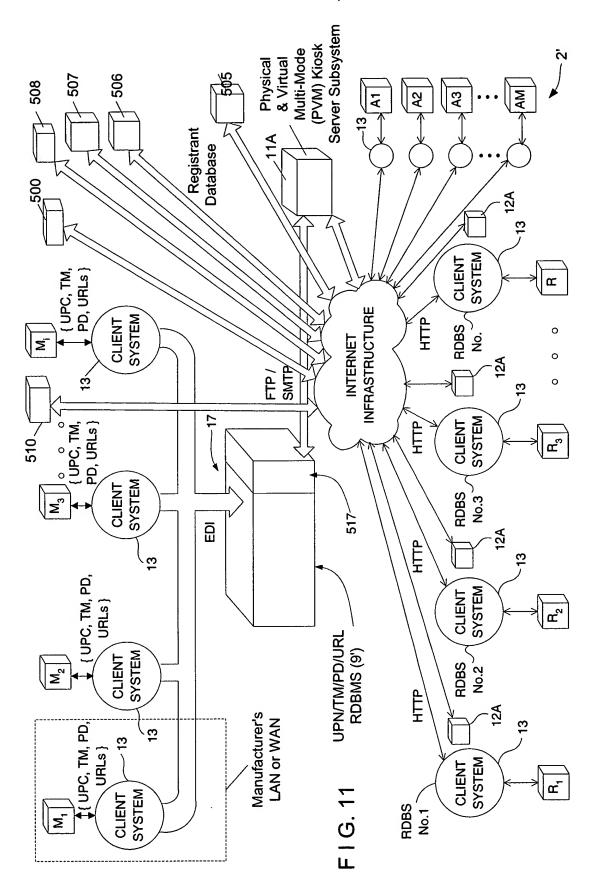
FIG. 9A

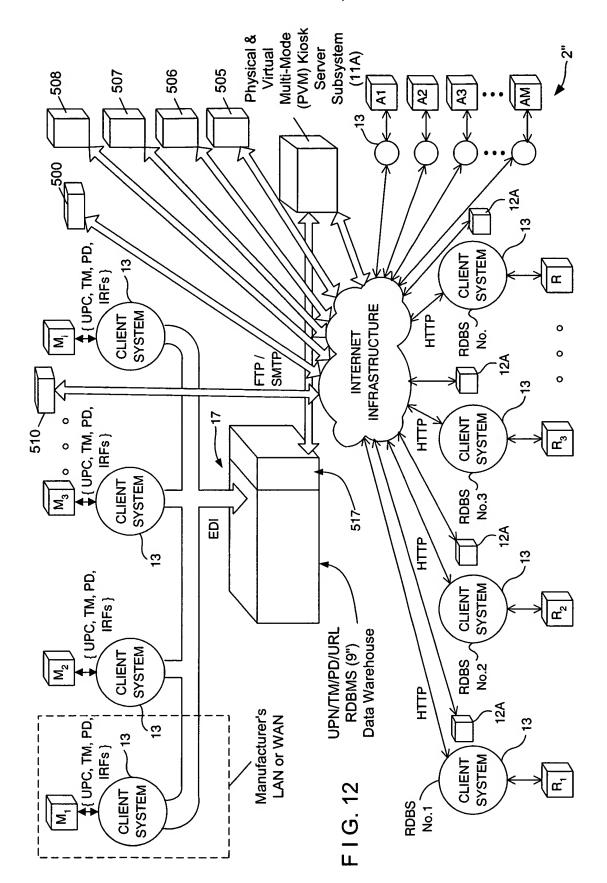


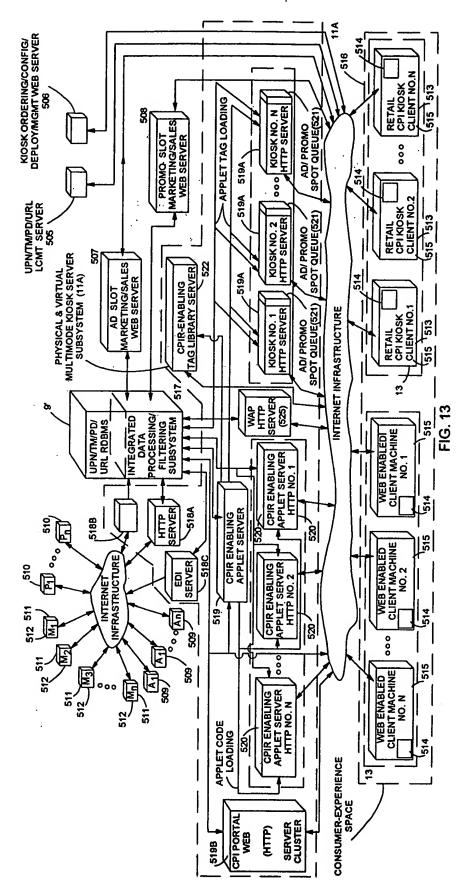
F I G. 10A1



F1G. 10A2







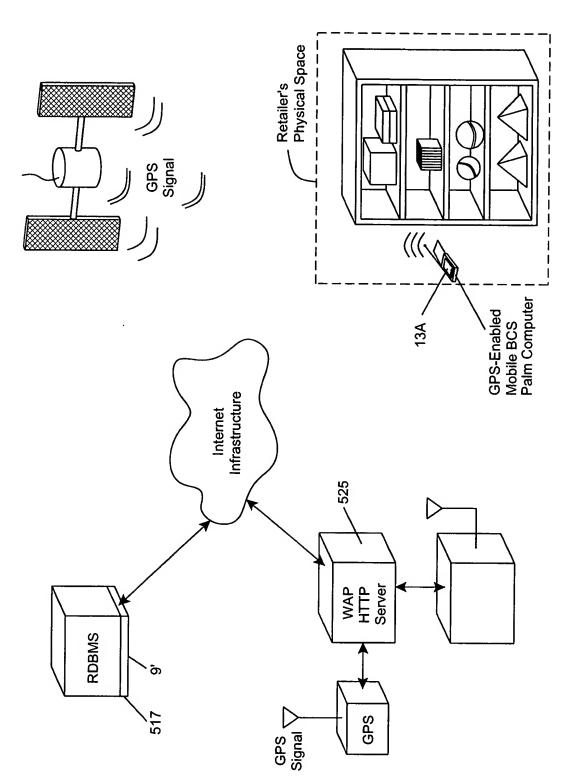


FIG. 14

		T
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN Version of UPN/URL Mgmt. SW Number of Licenses Granted UPN/URL Mgmt. SW License Keys UPN/URL Mgmt. SW Acct. Number UPN/URL Mgmt. SW Acct. Rep UPN/URL Mgmt. SW Download Date Date of Record Update	Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable
		

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Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
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URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
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URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
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	•		
Date of Record Update Alpha 20 Enterable; Modifiable			·
	Date of Record Update	Alpha 20	Enterable; Modifiable

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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Calalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr	. P-Store Re	elation
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. #3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. #9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server			
Physical Kiosk HTTP Server URL Alpha 20 Enterable; Modifiable			
Physical Kiosk HTTP Server Log Alpha 20 Enterable; Modifiab Physical Kiosk ID No. Alpha 20 Enterable; Modifiab			
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No. Physical Kiosk E-Mail Log Date of Record Update	Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)		Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.		Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable: Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable: Modifiable
Country	Alpha 20	Enterable, Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable: Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manfacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable: Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable: Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 1511

Structure: Purchase at E-Store			
Retailer ID No.	Alpha 20	Enterable; Modifiable	
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable	
UPN of Product Sold	Alpha 20	Enterable; Modifiable	
Date of Product Sale	Alpha 20	Enterable; Modifiable	
Time of Product Sale	Alpha 20	Enterable; Modifiable	
Price of Sold Product	Alpha 20	Enterable; Modifiable	
Customer ID No.	Alpha 20	Enterable; Modifiable	
Credit Card No.	Alpha 20	Enterable; Modifiable	
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable	
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable	
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable	
Date of Record Creation	Alpha 20	Enterable; Modifiable	

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

Structure: Mfgr. Rights			
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. #8	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. #9	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights			
E-Store Web Page Location	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 2	Alpha 20	Enterable, Modifiable	
MIN of Mfgr. #3	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. #8	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

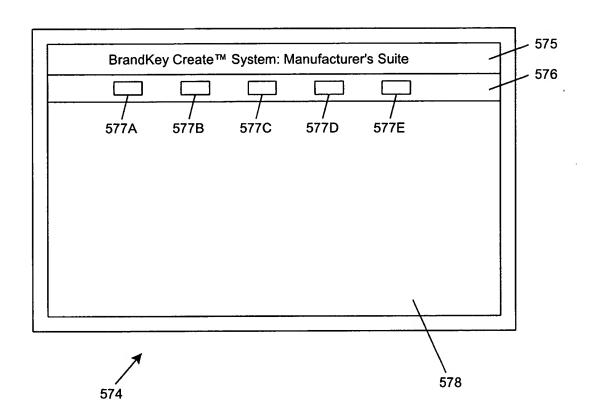
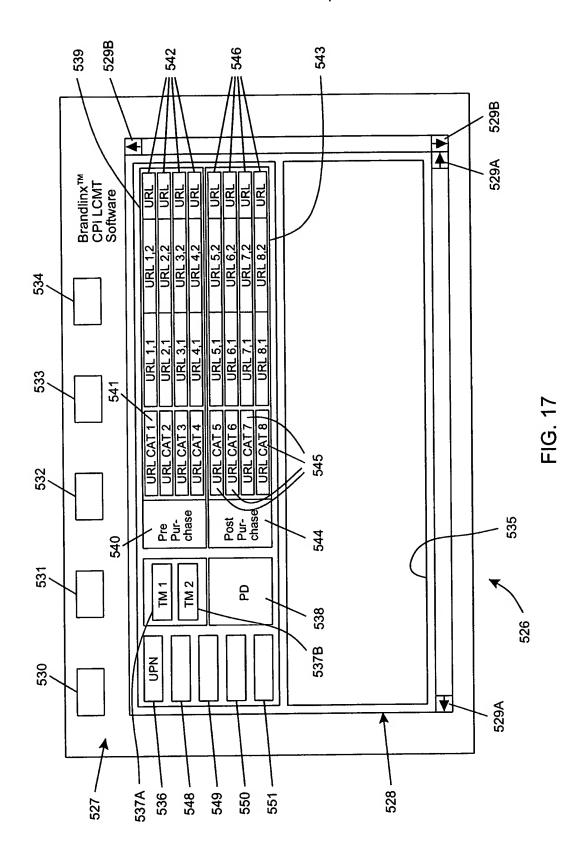
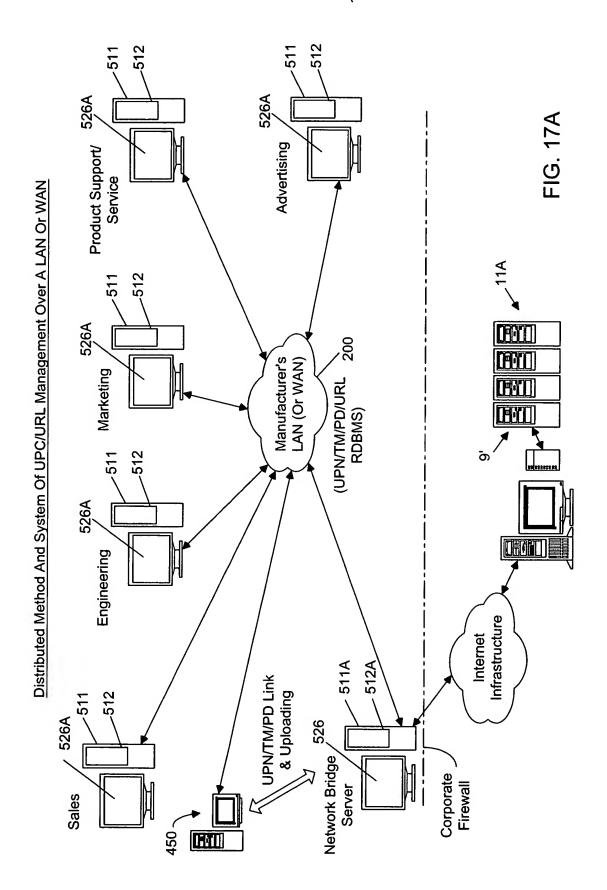
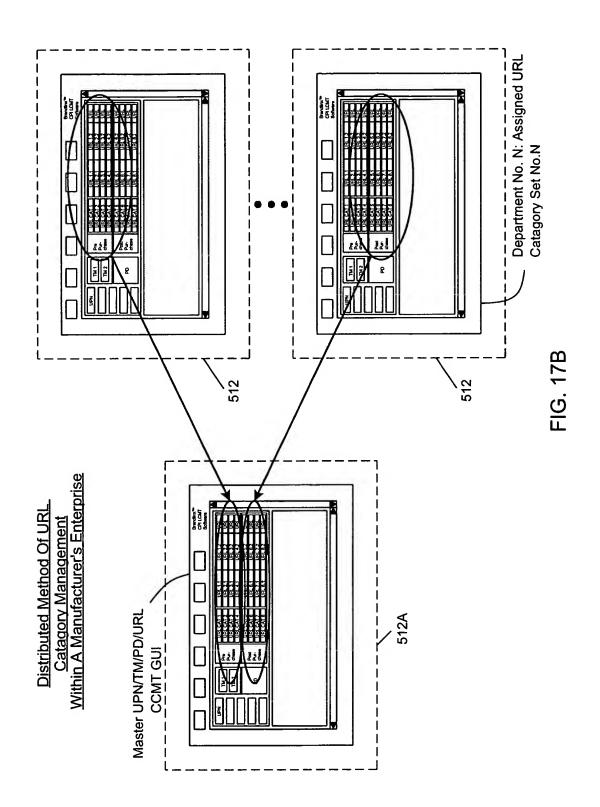
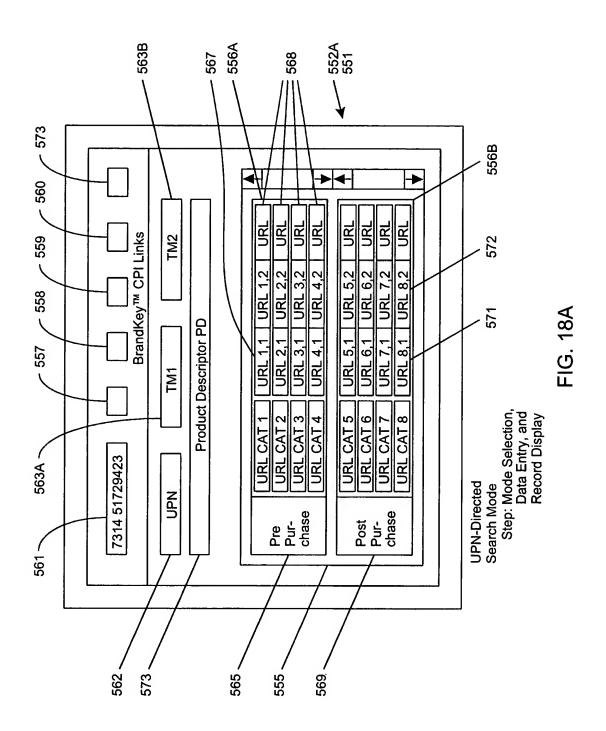


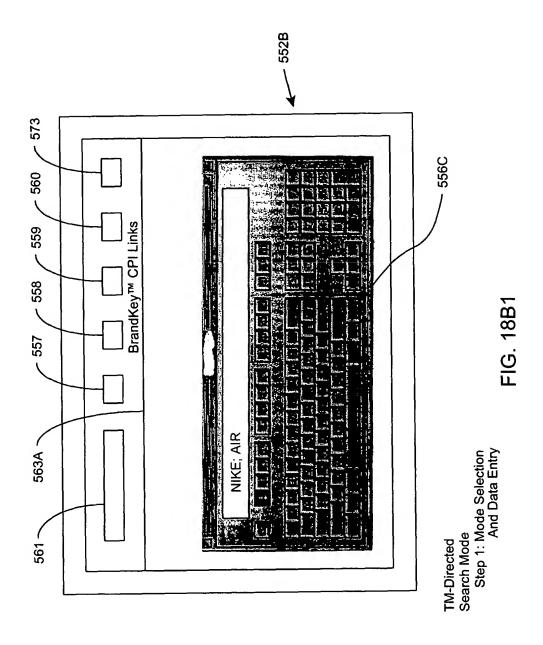
FIG. 16A











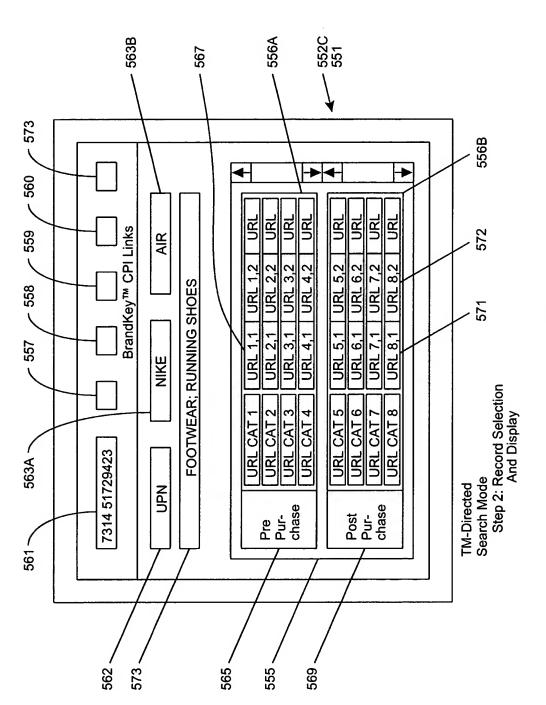
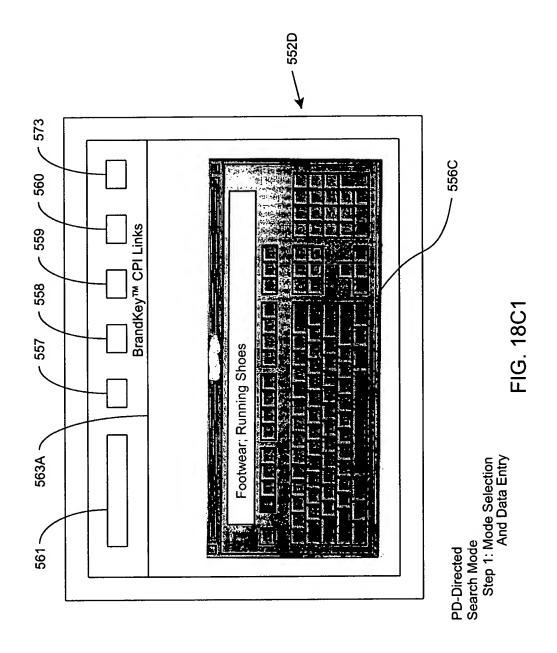


FIG. 18B2



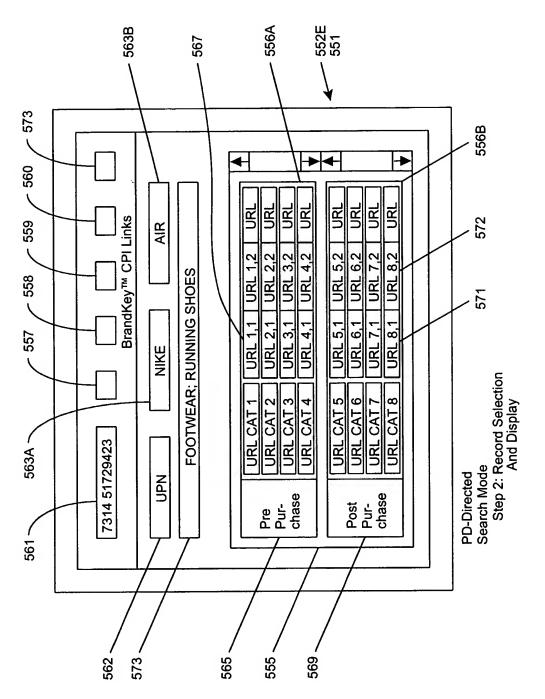


FIG. 18C2

143 939

Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

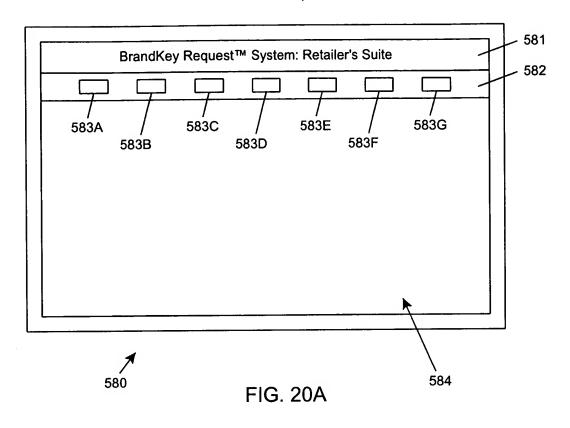
- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

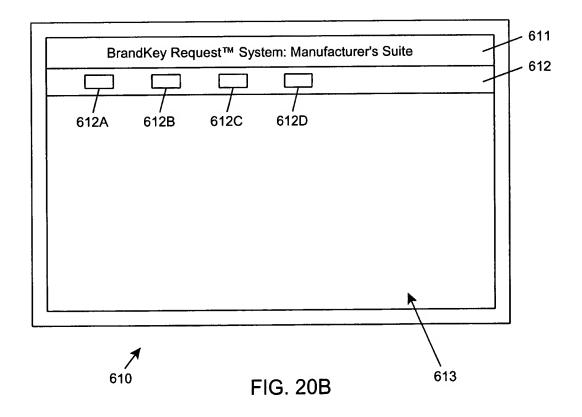
Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
 Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents





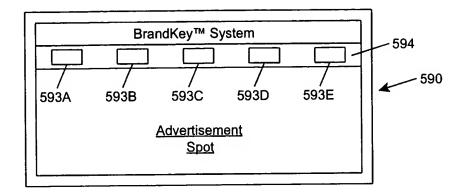


FIG. 21A

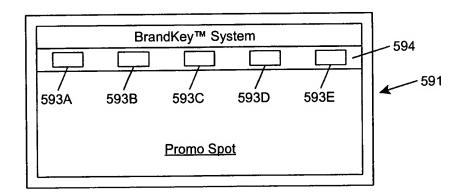


FIG. 21B

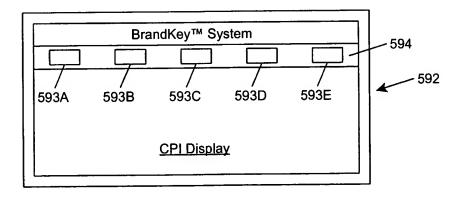


FIG. 21C

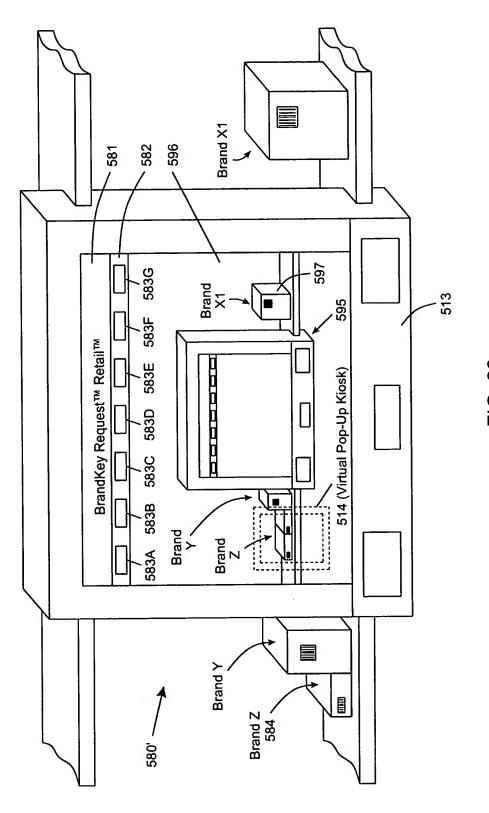
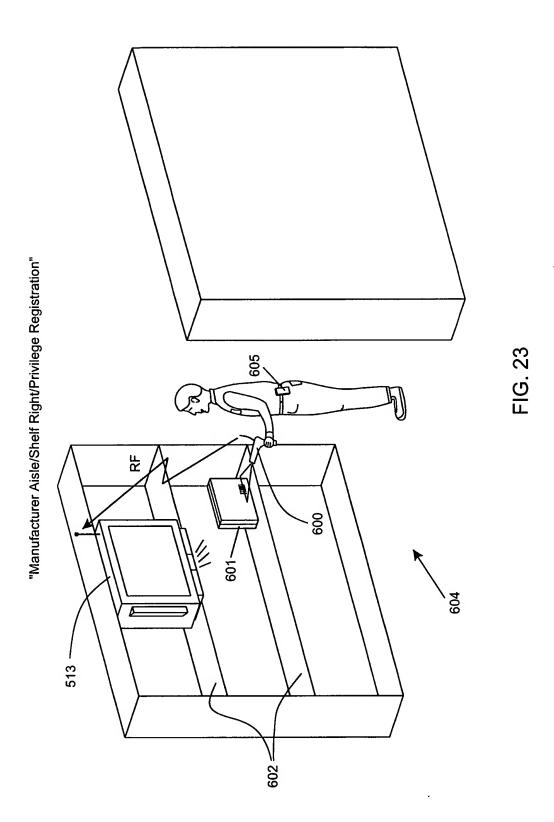


FIG. 22



Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Privileges" Registration Mode

Read The UPC Symbol On Each Product In The Aisle/Shelf In
Which The Kiosk Is Installed So As To Register The Product And/Or
Manufacturer Thereof As Having Aisle/Shelf Rights/Privileges With
Respect To Displaying Ads And/Or Promotions On The Kiosk

FIG. 24A

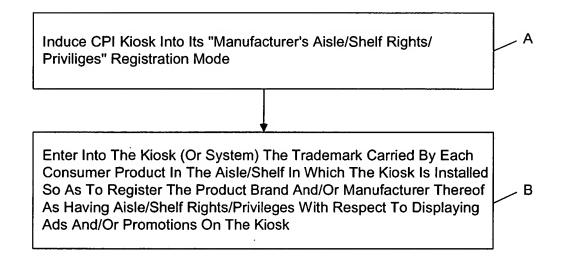
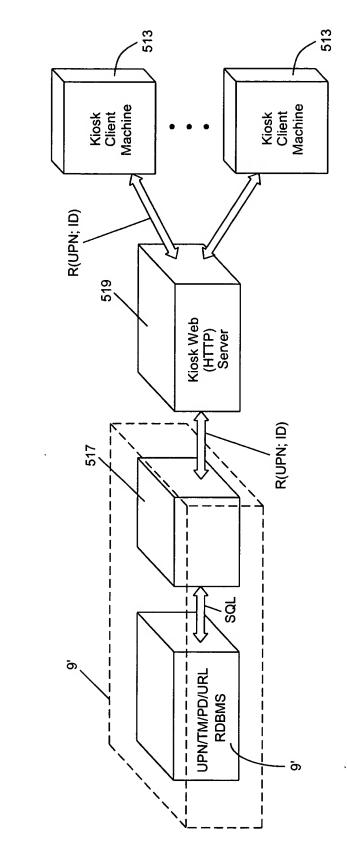


FIG. 24B



Data-Processing Method Carried Out On CPI Requests Made By Consumers From Physical Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

FIG. 25

<u>Data Filtering On CPI Requests Made From Physical</u> <u>Kiosks Deployed In A Retailers Store</u>

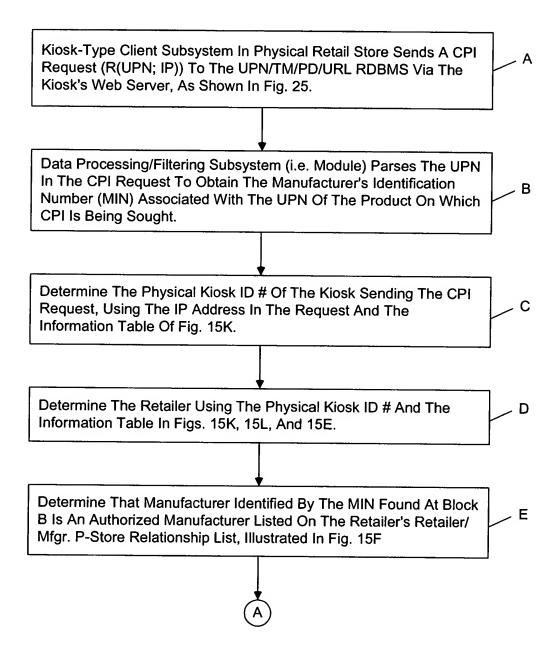


FIG. 26A

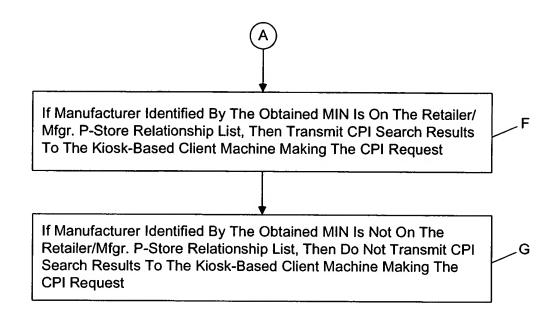


FIG. 26B

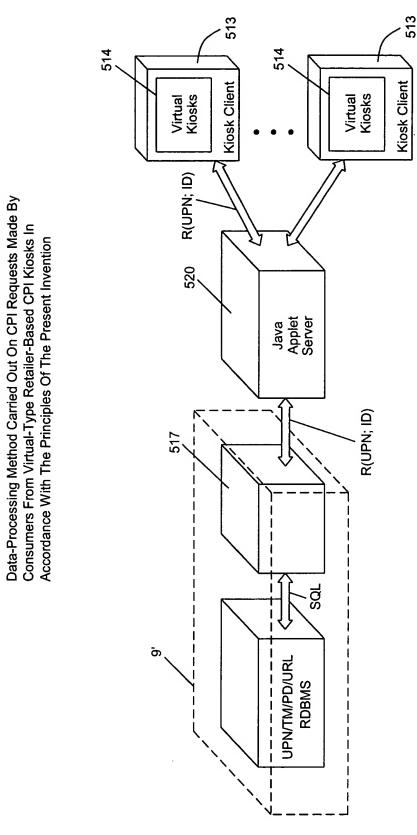
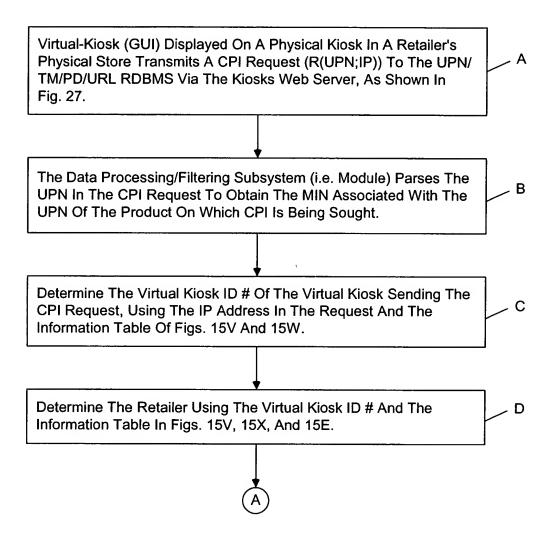


FIG. 27

<u>Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)</u> Kiosks Deployed At An E-Tailers WWW Site Or E-Store



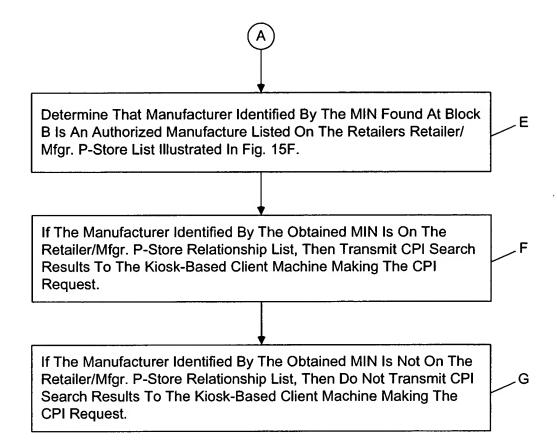


FIG. 28B

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

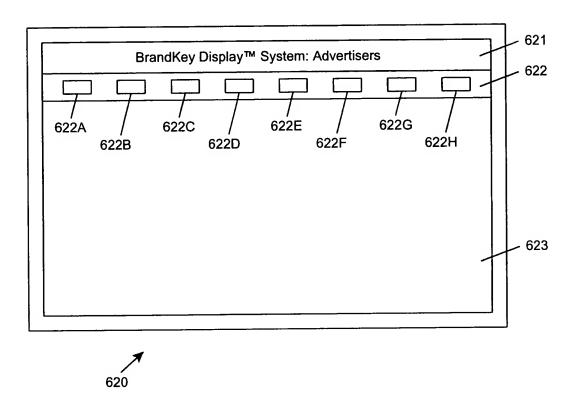


FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

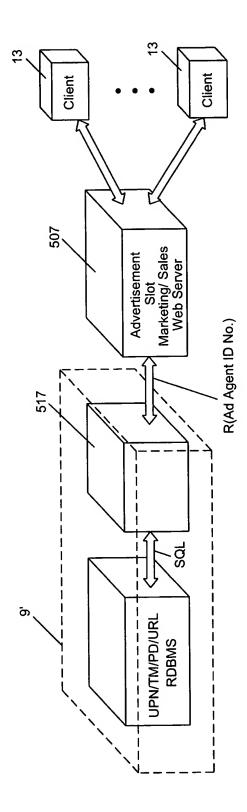
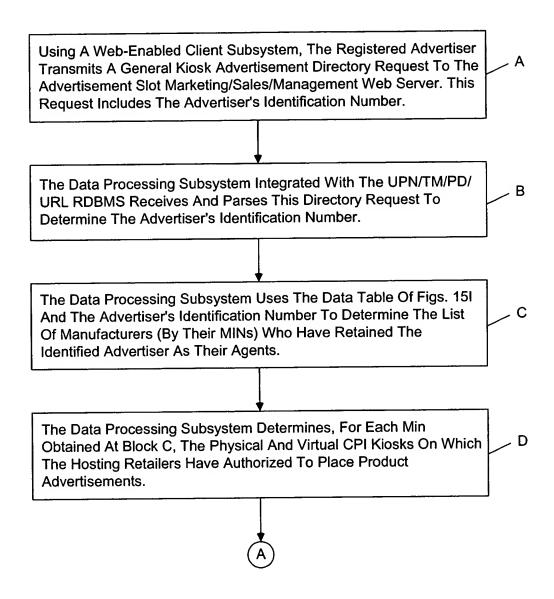


FIG. 31

Data Processing Method For Generating A General Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders For
Execution And Display





The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

E

FIG. 32B

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

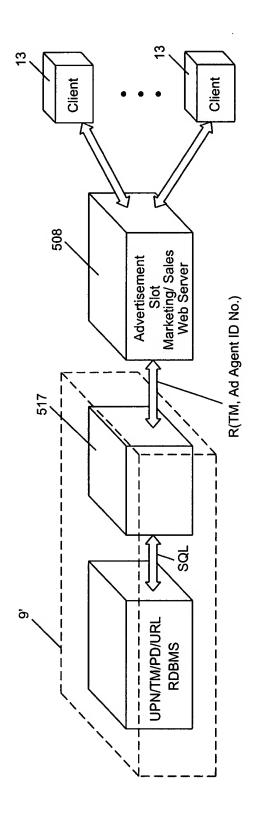
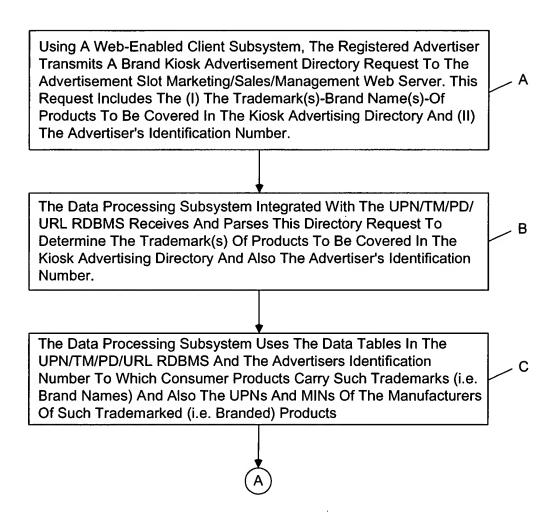


FIG. 33

Data Processing Method For Generating A Brand Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders
For Execution And Display



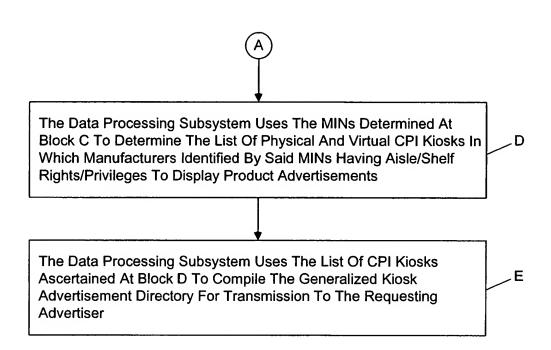


FIG. 34B

Modes of Information Service in the Consumer Product Promotion Marketing, Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

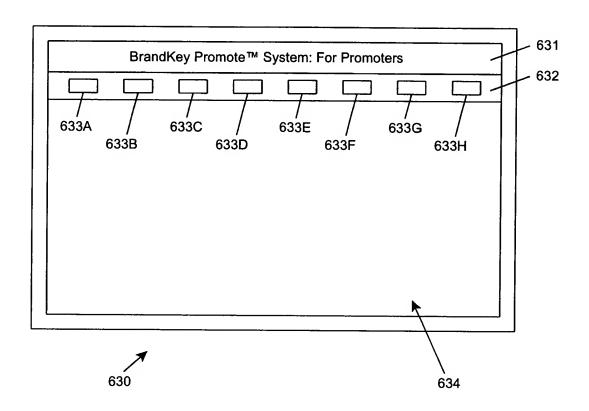


FIG. 36

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

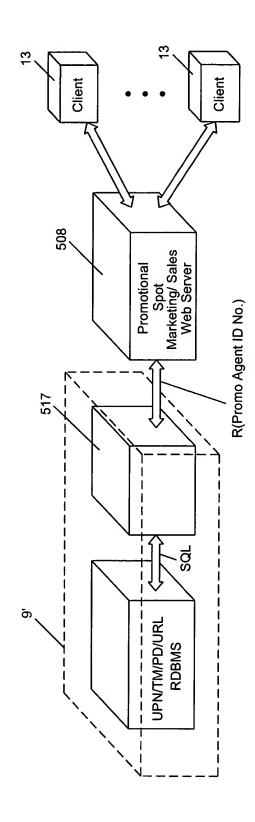


FIG. 37

Data Processing Method For Generating A General Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promo Spot Orders
For Execution And Display

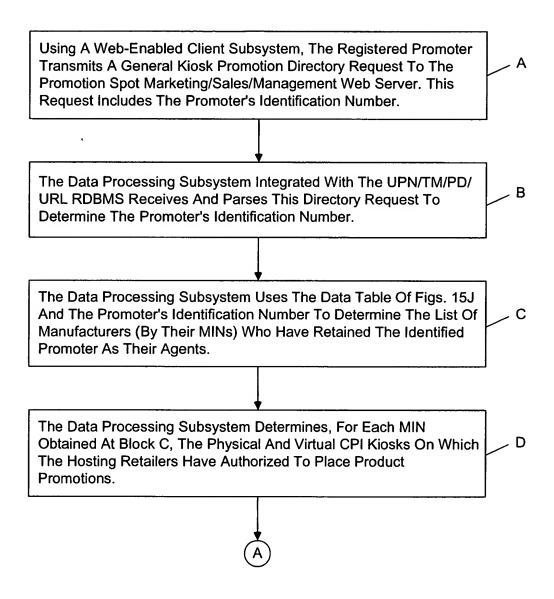


FIG. 38A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

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FIG. 38B

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

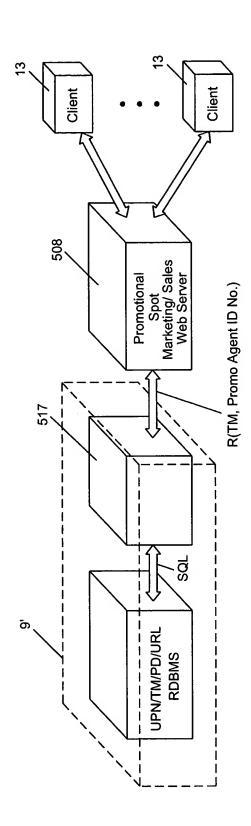
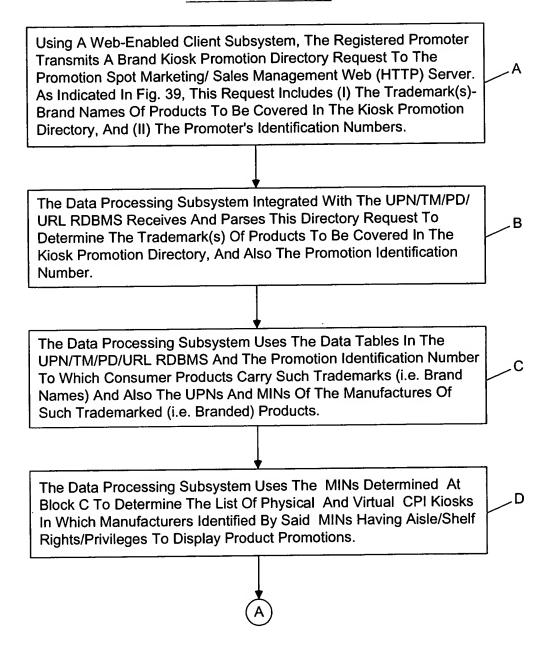


FIG. 39

Data Processing Method For Generating A Brand Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promotion Spot Orders For
Execution And Display



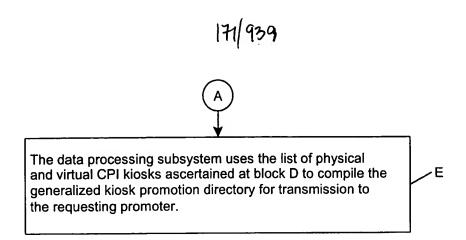


FIG. 40B

Physical Multi-Mode (CPI) Kiosk

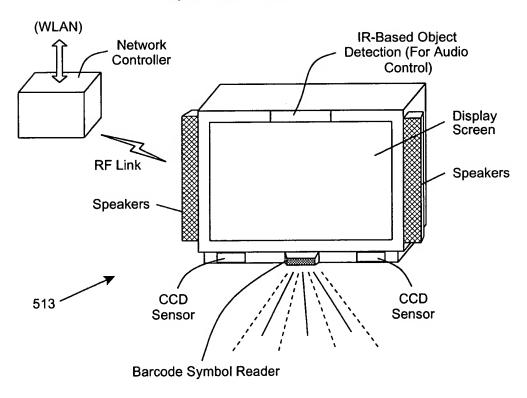


FIG. 41

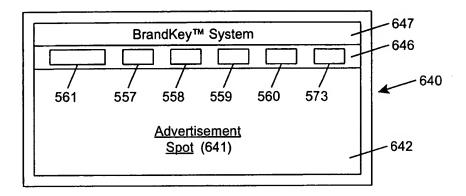


FIG. 42A

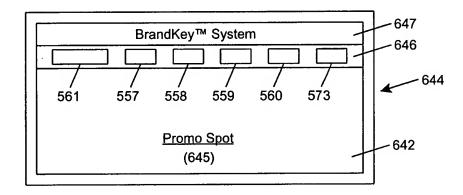


FIG. 42B

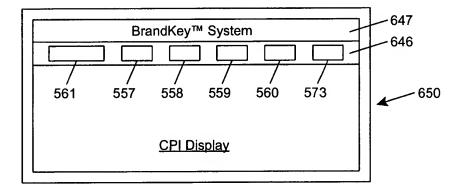
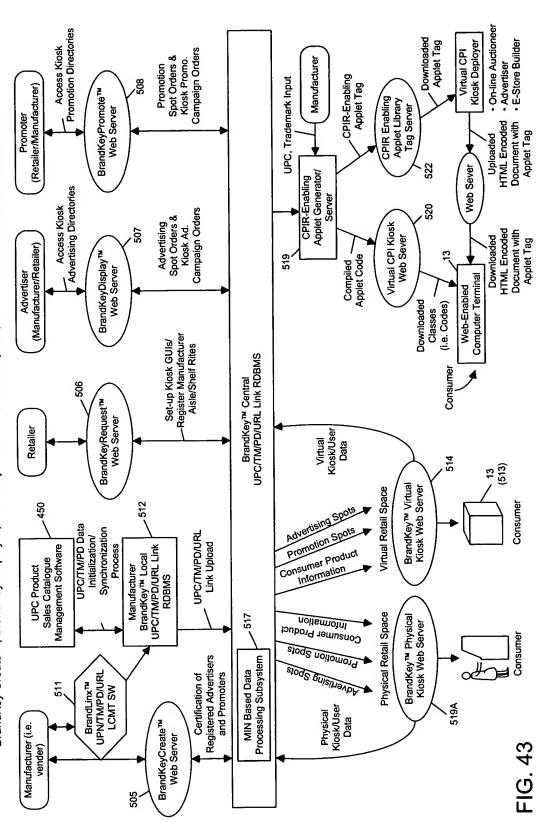


FIG. 42C



BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504) The BrandKey™ System Architecture (2')

F16 44A1

© 2003 Brandkey Systems Corporation

Version 4.3





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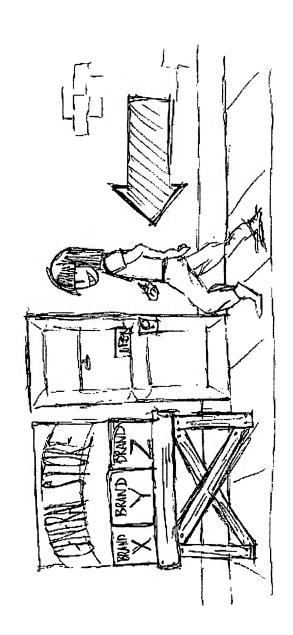
F19, 44A3

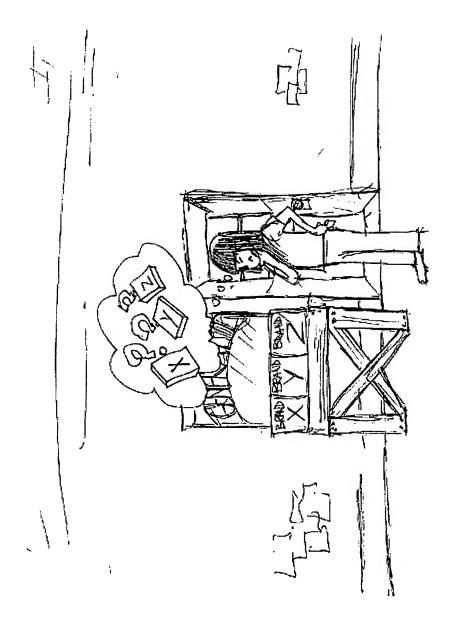
The Dilemma in Today's E-Commerce Brand Marketing Communications Environment

Every day, consumers search for products and services that will satisfy their needs and desires.

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During the search, they are confronted with decisions about which brand of a products or services they should purchase.



F1G. 44C1



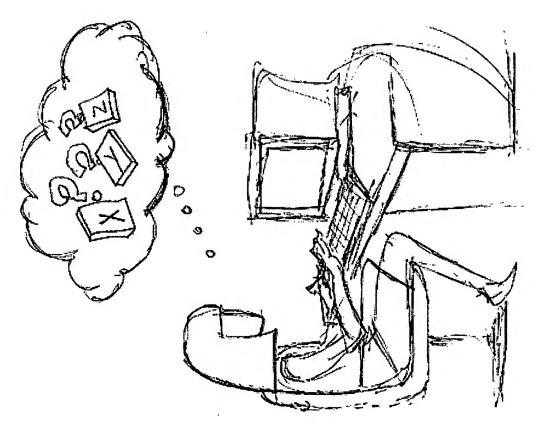
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If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.



1

eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

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(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, us ful brand building information is n available.

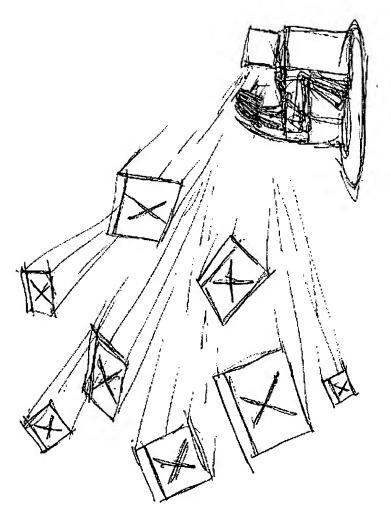


F1G. 44CZ

F19.44C3

Brand building information intended to inform and entice the consumer is often scattered throughout the World Wide Web.

j



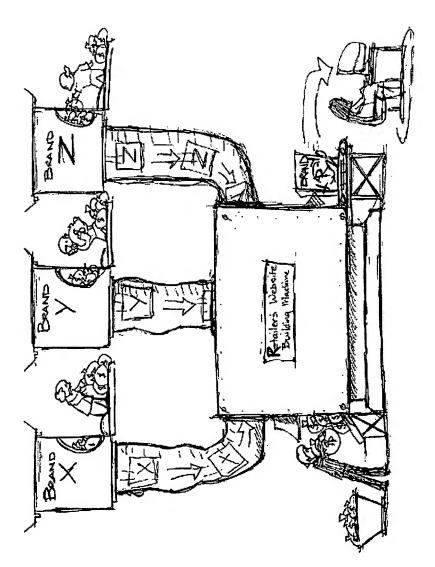
F1G,4401

Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

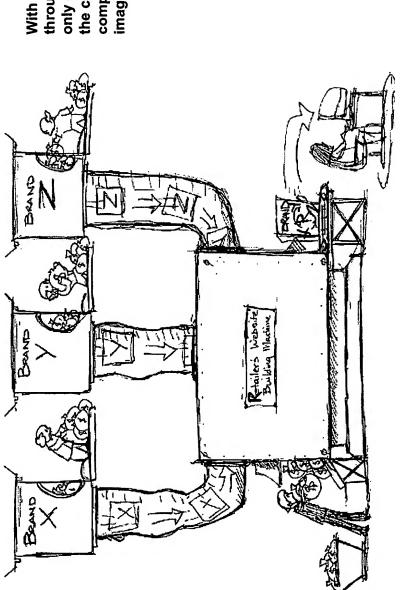
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At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.





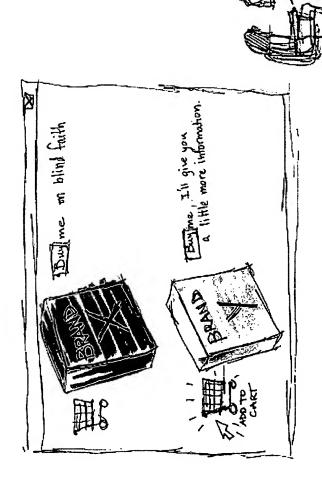


With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands compete with the e-tailer's own brand image as well.

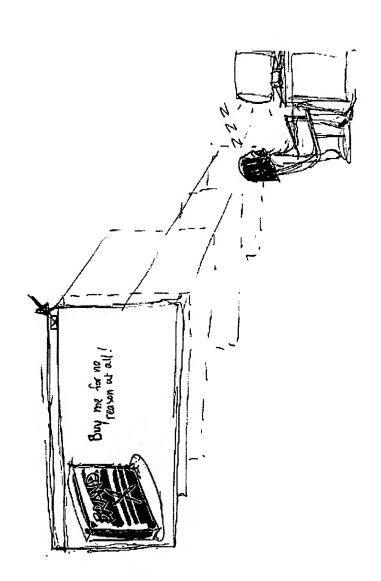
F1G.4403

When the consumer is trying to make a buying decision, valuable brand building Information is unavailable at strategic places such as the Checkout Process.

}



Too often, this lack of valuable brand building informati n leads to abandoned sh pping carts while consumers wander the Internet search for the decision-making brand information.



F1G.4405

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired **information**.

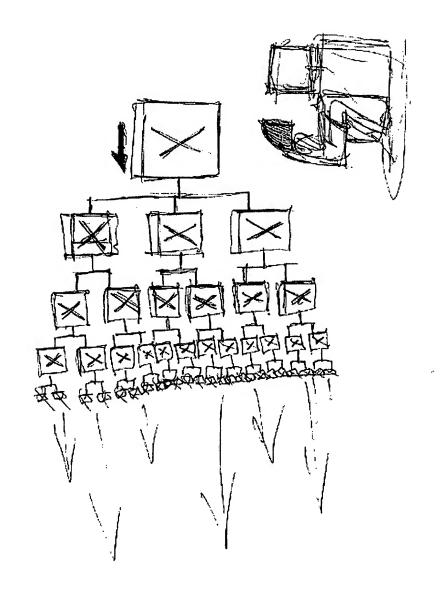
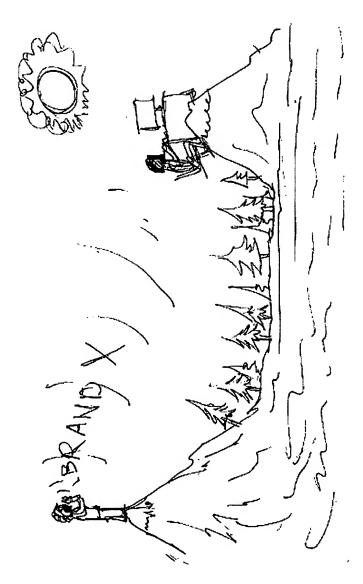


FIG 44 EI

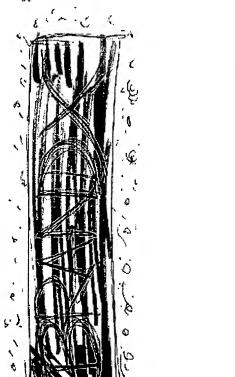
The current methods which brand managers use to communicate brand building information on the Web are also not reaching the consumer.

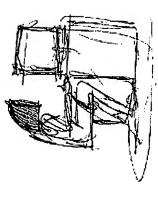


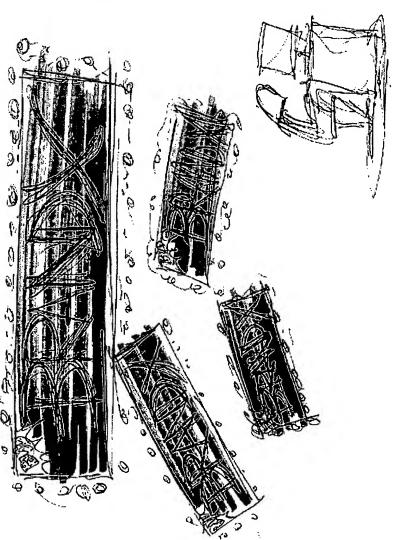
F/G 44E2

Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers . . .

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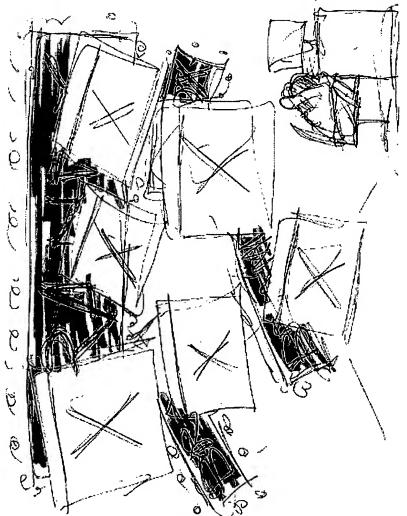




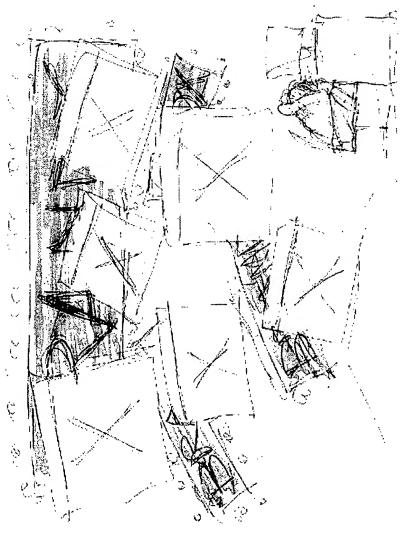
Brand managers currently favor banner and pop-up ads the minds of consumers, or foster purchase intent... rarely succeed in building accurate brand images in and promos. These ads

FIG. 44E4

ike atmosphere on the consumer's desktop with Brand Managers and Advertising and Promotional Agents all battling for the consumer's attention and valuable screen space.

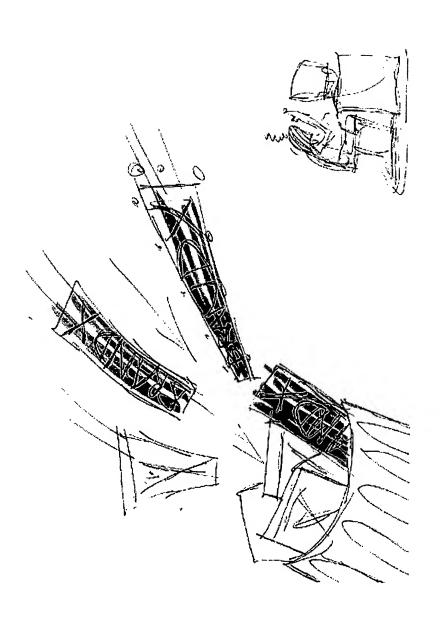


The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.



These online ads and promos have alienated consumers from the brands they represent, and from the entire Internet experience.

(Stats/ study referenced here)

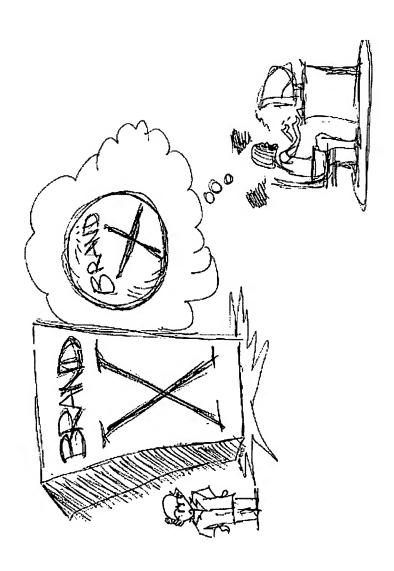


Ultimately, consumers fail to form the brand image intended by the brand management team.

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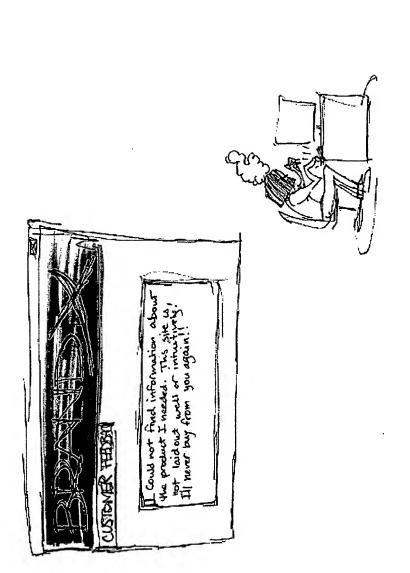
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Sometimes, consumers may even form radically different impressions of the brand in their minds.



F16. 44E7

F16. 44F1



And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

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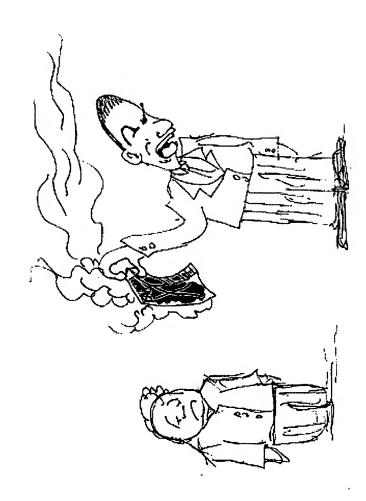
}

F19. 44F2

Premium prices cannot be charged for brands that do not create strong consumer value.

FIGHTES

Distribution and trading partners are less likely to promote brands which have weakened in the marketplace.



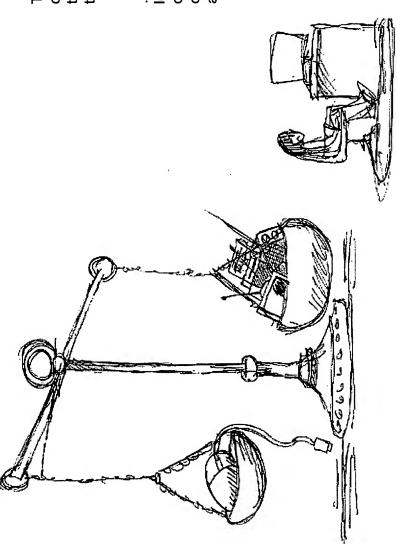
F16,44 F4

The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

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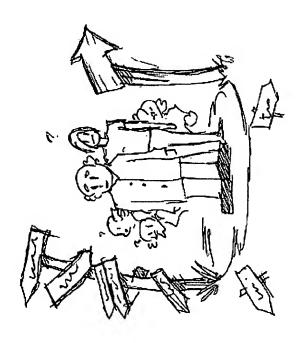
... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.



Despite so many frustrating and annoying online shopping experiences, consumers still want to shop online. (stat/study reference)

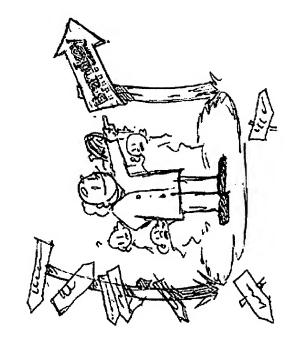
;

But they want changes in the ecommerce marketplace.



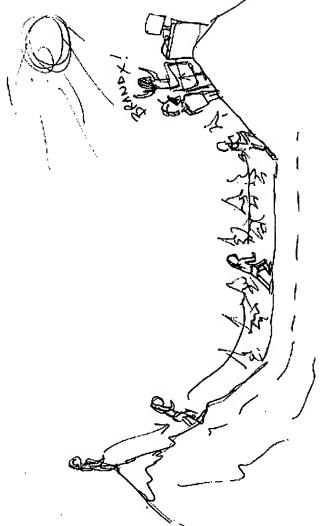
If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

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Brand managers need a new, far more efficient and effective way of delivering their brand building information to the consumer.

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F19, 44H1

The Brandkey "Solution

Brandkey Systems TM has developed a revolutionary Internet-based Network which solves the online communication problems experienced by brand marketing leaders.



FIG. 44 H3

Brandkey systems

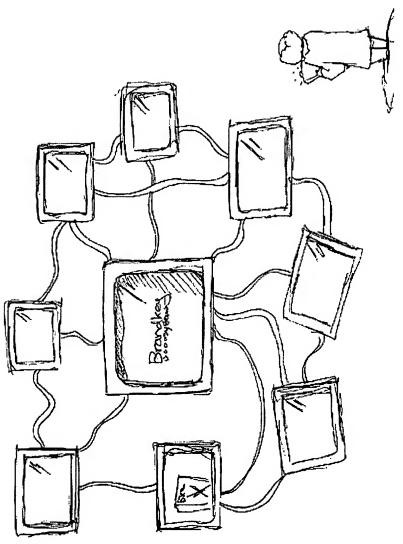
Brandkey SystemsTM has developed a revolutionary Internet-based network which **solves the online communication problems experienced by brand marketing leaders.**

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Brand Management Teams communicate brand information and messages directly to the consumer through Brandkey's Multi-Mode "Virtual Kiosks"...

j

... that consumers can access whenever – and wherever– they happen to be on the Web.



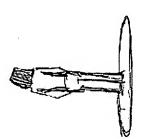
Brandkey Systems™ Multi-Mode Virtual Kiosks allow brand managers

)

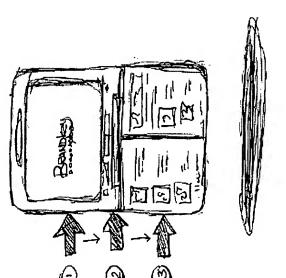
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allow brand managers to quickly communicate a multi-dimensional picture of a brand to the consumer through three programmable display modes:

- (1) Advertising Display Mode
- (2) Promotional Display Mode
- (3) Brand information Network Display Mode



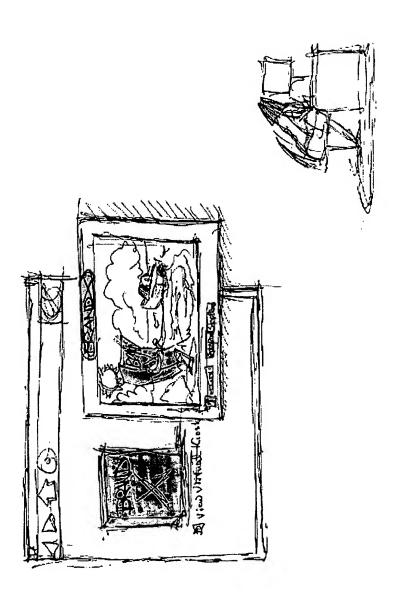




During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

)

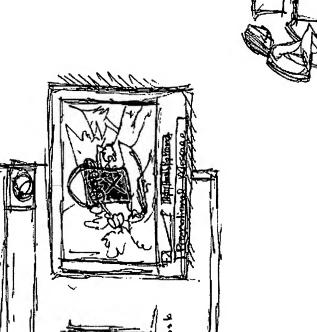
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-16 44 I3

consumer purchase int nt. In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster

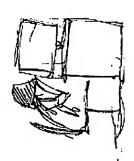
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In the final Brand Information
Network Display Mode, the
Virtual Kiosk displays a menu
of brand-building information
resource links which is
designed to develop rich
message associations that
build the consumer's image of
the brand that is consistent
with brand marketing
objectives

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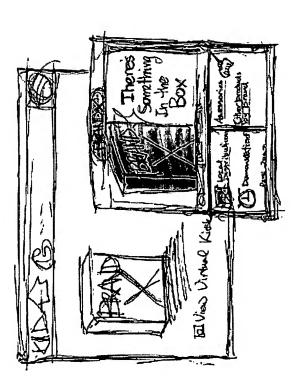


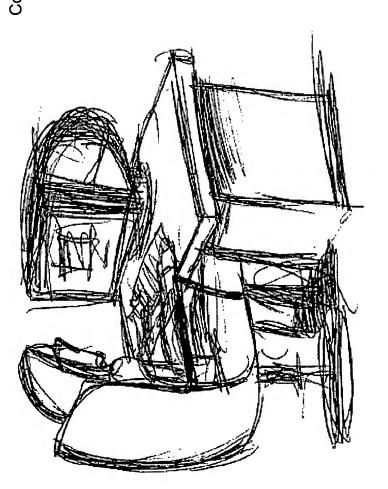
FIG. 4451

Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

1) Desktop Computers 2) WiFi-enabled Portable Devices

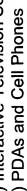
3) Physical Retail Kiosks

4) ATMs5) Interactive Television Sets6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through: 1) Desktop Computers 2) WiFi-enabled Portable Devices

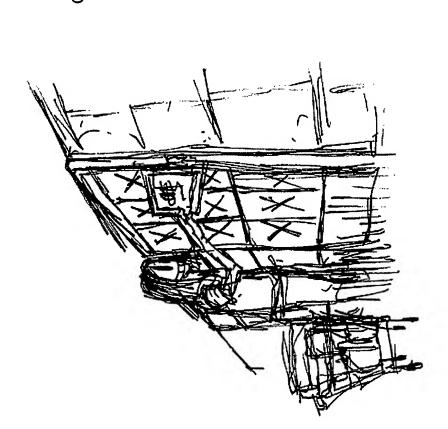
- 3) Physical Retail Kiosks
- 4) ATMs 5) Interactive Television Sets 6) PDAs and Cell Phones





Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through: 1) Desktop Computers 2) WiFi-enabled Portable Devices

- 3) A retail store's physical kiosks
 - 4) ATMs
- 5) Interactive Television Sets6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

}

1) Desktop Computers

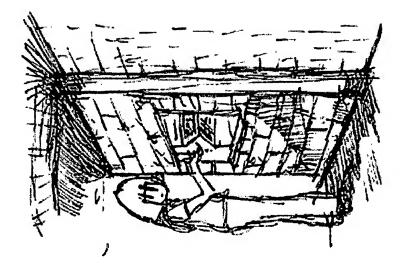
2) WiFi-enabled Portable Devices

3) Physical Retail Kiosks

4) ATMs

5) Interactive Television Sets

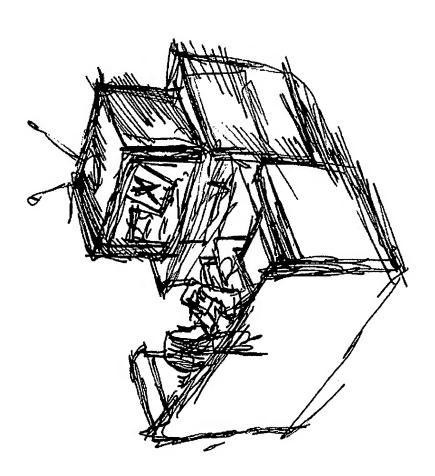
6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

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- 1) Desktop Computers 2) WiFi-enabled Portable Devices
 - 3) Physical Retail Kiosks
 - 4) ATMs
- 5) Interactive Television Sets6) PDAs and Cell Phones



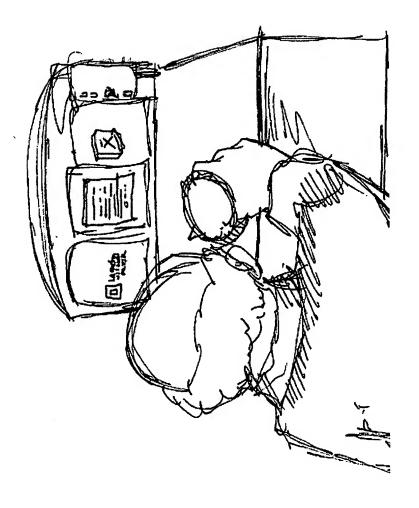
Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

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- Desktop Computers
 WiFi-enabled Portable Devices
 - 3) Physical Retail Kiosks
 - 4) ATMs
- 5) Interactive Television Sets6) PDAs and Cell Phones



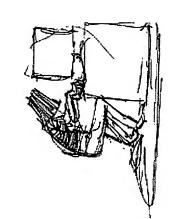
At each of these Consumer Touchpoints, Brand Management Teams have the option of delivering their Brands' Multi-Mode Virtual Kiosks through a number of different Launch



to a wider range of access points on the Web.

Such Launch Environments include:

-) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop IconsThese allow Brand Management Teams to extend their brand's reach





liew. Virtual Kiosk

Such Launch Environments include:

- Brandkey Systems™ Virtual Kiosk Launch Buttons
- HTML-Encoded **Documents** 8
- HTML-Encoded Images 3

*** Story Veryal Kock 1.00 - 1 x 11 x 1.00

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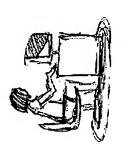
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HTML-Encoded Desktop Icons 4

Consumer markets over the Management Teams to reach a broad range of These allow Brand Internet.



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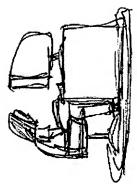
218/939

Such Launch Environments include:

)

- Brandkey SystemsTM Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
 - 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.





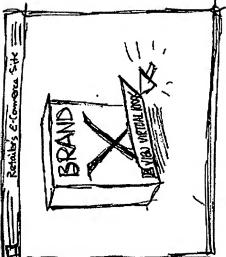


FIG. 44KS

Such Launch Environments

Brandkey Systems™ Virtual Kiosk Launch Buttons

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HTML-Encoded Documents

7

- HTML-Encoded Desktop HTML-Encoded Images 3 4
- Consumer markets over the Internet. Management Teams to reach a broad range of These allow Brand Icons

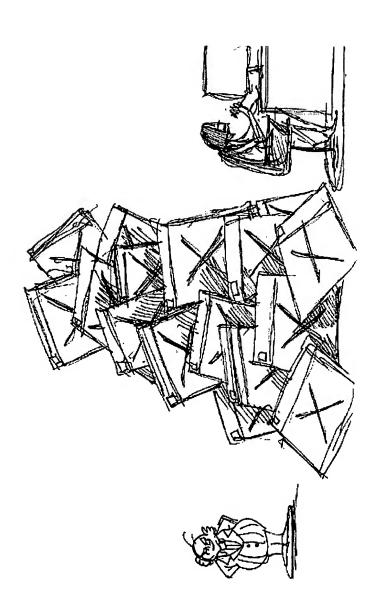


include:

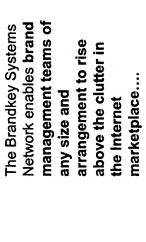
)

Systems Network enables brand management teams of any size and arrangement to rise above the clutter in the Internet marketplace....

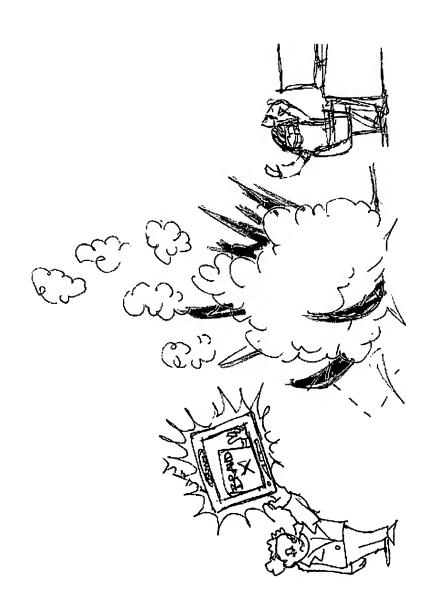
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MG. 4462



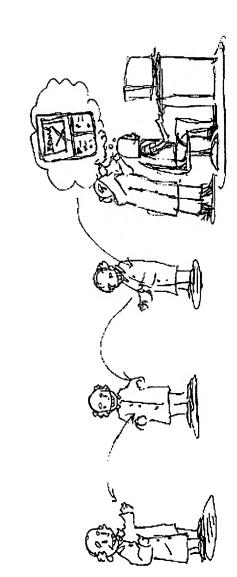
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F/G. 4413

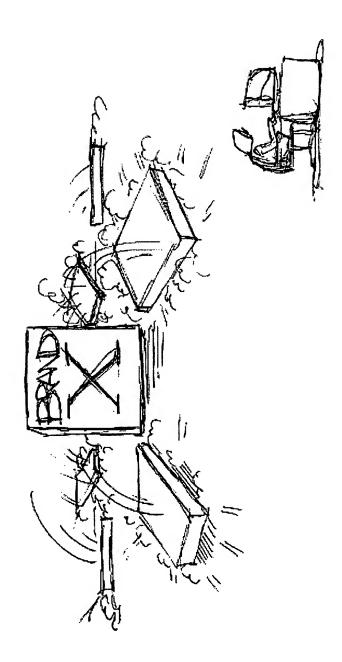
...and communicate the essence and character of their brands directly to the consumer.

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In seconds, consumers can obtain a multi-dimensional experience of a branded product or service... without the influence of other brands.



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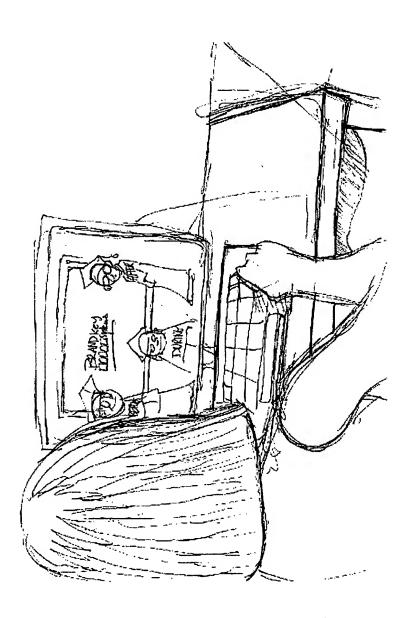
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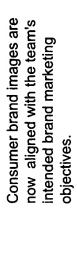
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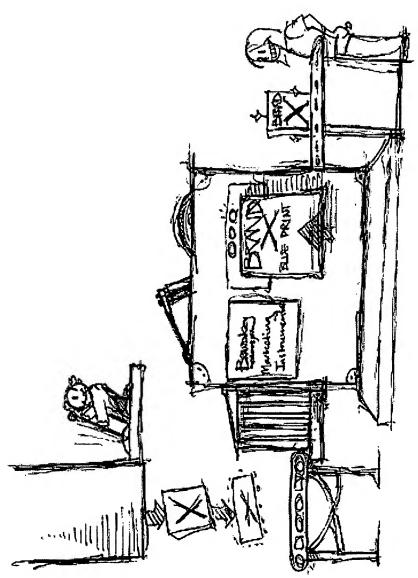
With Brandkey Systems Multi-Mode Virtual Kiosks so simple and easy to access, consumers can be more effectively educated about brands than ever before online and gain a full experience of a brand...

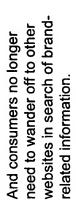
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... so that they develop strong preferences for them.

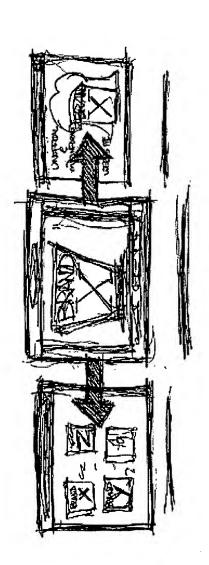








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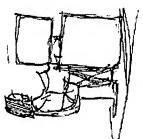


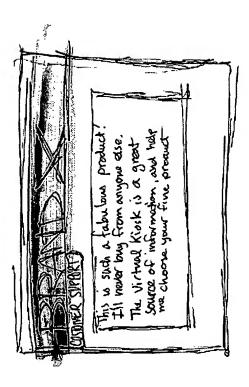


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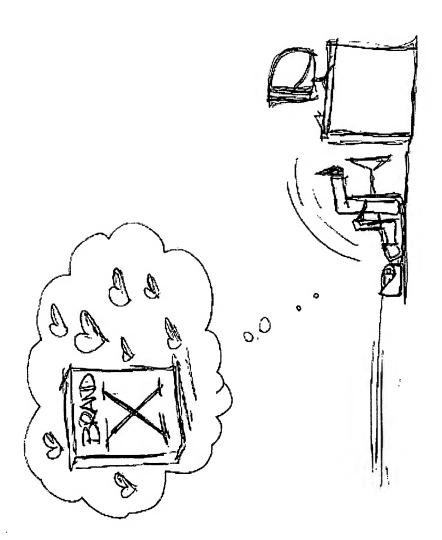
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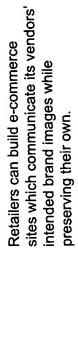
increased levels of customer loyalty and retention for the brand. This can only lead to

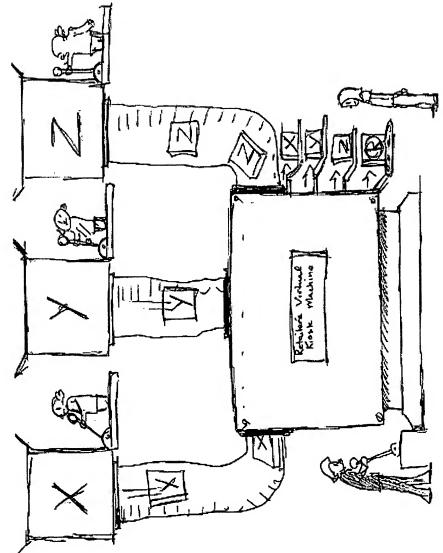




Online brand marketers can now create and deliver high-impact brand marketing campaigns.



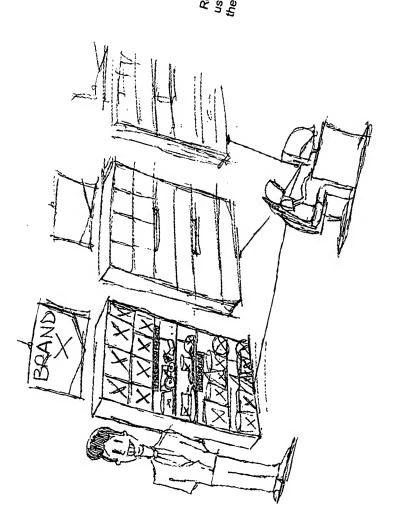




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Refailers can more efficiently their Websites.

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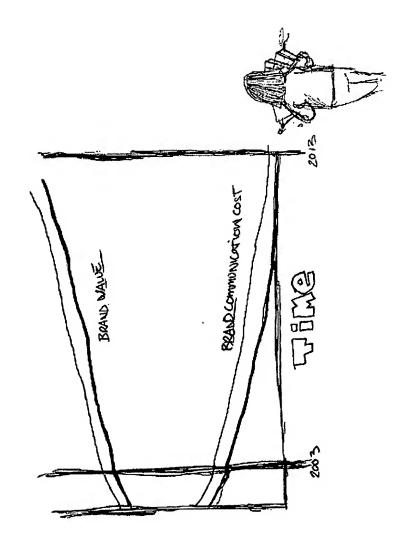
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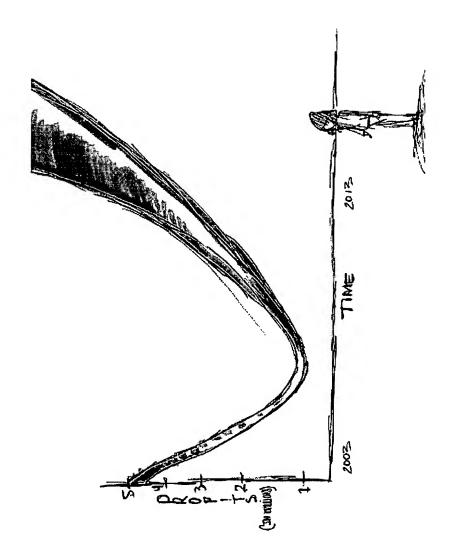
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By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.

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By creating new levels of Brand Value and Experience, the durability of all serviced Brands can be extended.



By providing such benefits, the Brandkey SystemsTM Network helps build more distinctive, valuable, and stronger Brands in the marketplace.

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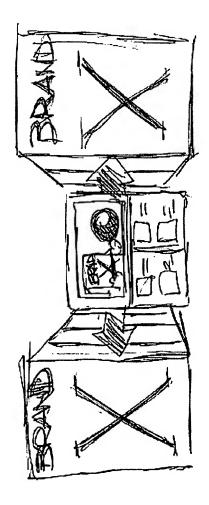
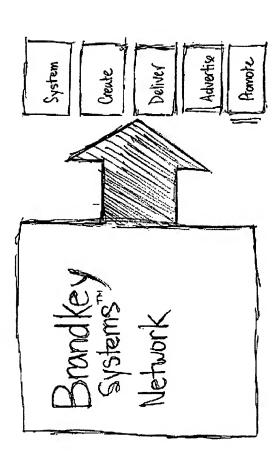


FIG. 44M1

The Brandkey SystemsTM
Network is composed of five
Subsystems connected to the
infrastructure of the Internet:

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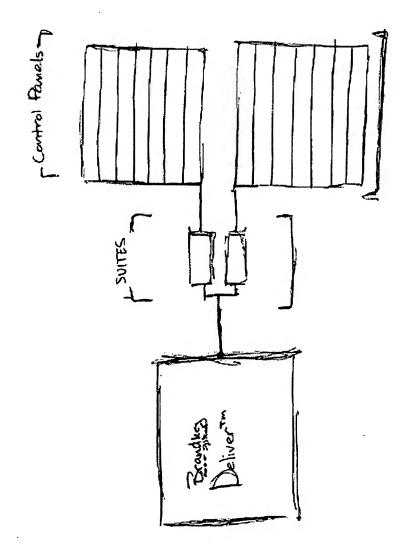
-Brandkey Systems TM -Brandkey Create TM -Brandkey Deliver TM -Brandkey Advertise TM -Brandkey Promote TM

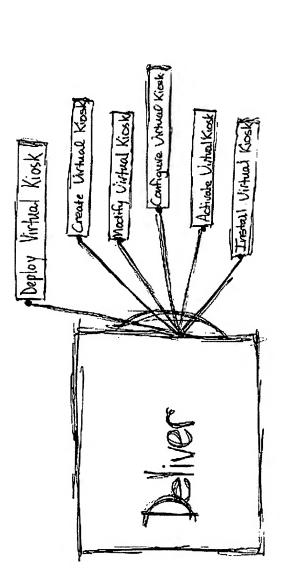


Each of these subsystems supports one or more Service Suites, and each Service Suite contains one or more Control Panels.

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These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.





Brandkey Deliver[™] Marketing Instruments provide Brand Management Teams the ability to rapidly configure, deploy, and install Brandkey Systems[™] Multi-Mode Virtual Kiosks on the Internet.

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Advertise Directory Management Advertise

Brandkey Advertise Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple an convenient manner.

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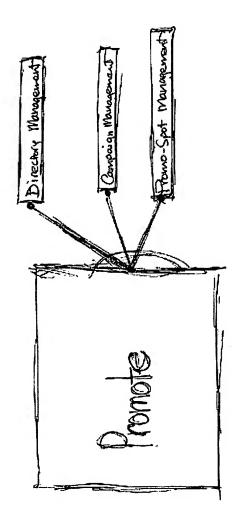
These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.

FIG 44M4

FIG. 44MS

Using Brandkey Promote[™]
Marketing Instruments, Brand
Managers and their Agents can
program the Promotional Spot
Display Mode of their Virtual
Kiosks.

These programming operations are carried out by creating, executing and managing Promotional Campaigns designed to run on networks of Multi-Mode Virtual Kiosks



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FIG 44M6

Brandkey Create TM Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

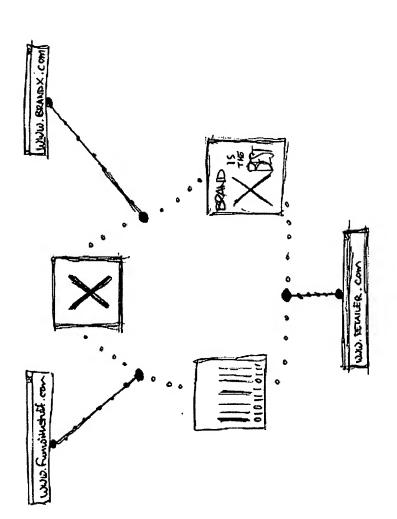
These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

Select Brand Entity

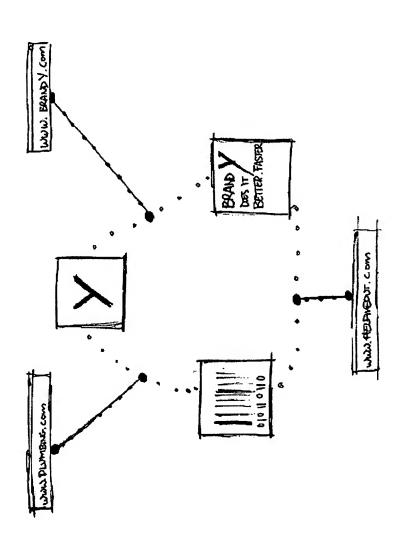
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Information Resources, to Product Data Strings consisting of the Universal Product Number Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (UPN), Trademark (TM) and Product Descriptor (PD) of Brand-Building Information (URLs) of Brand Building branded products.

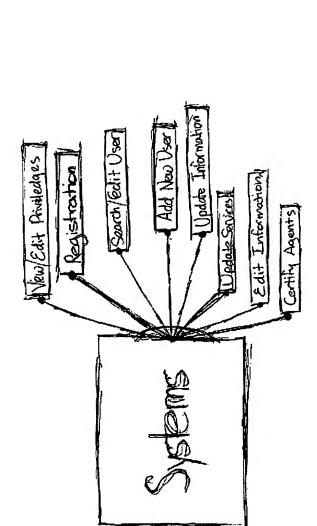


For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

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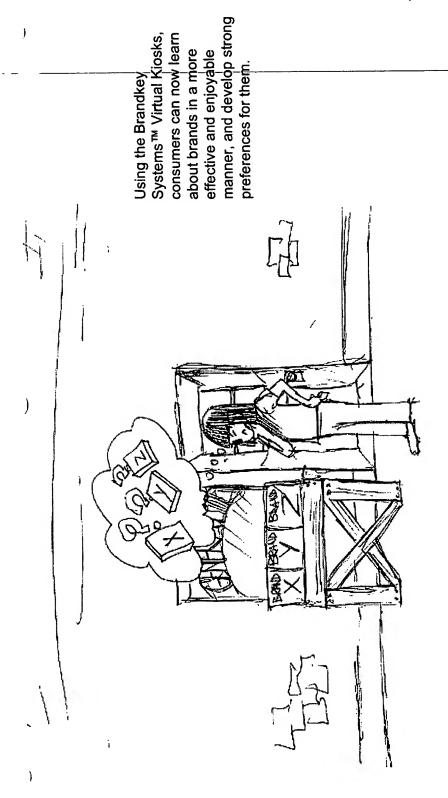
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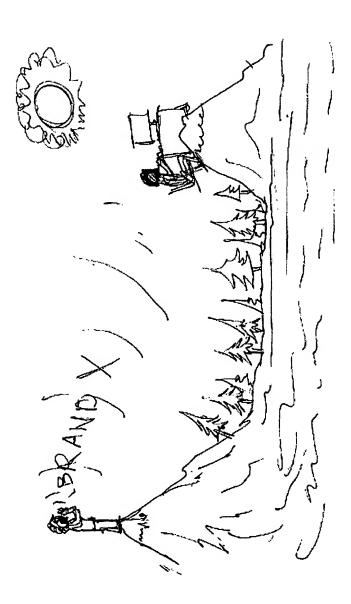


Brandkey SystemsTM
Administration Instruments
enable Users to perform basic
management and
administration functions
relating to Client Accounts,
Brands, and User Rights and
Privileges.

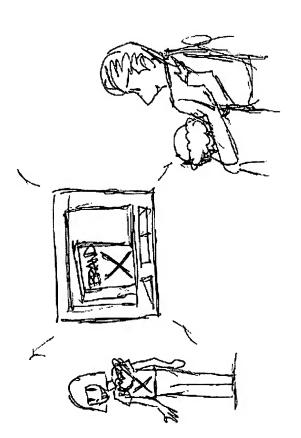
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And when brand managers want to reach consumers with brand building messages and information...



...the Brandkey Systems Network is there to provide a direct channel to the hearts and minds of millions of consumers on the Web.



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Definition of Terms

Advertising Agent is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

Advertising Campaign is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

Brand is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

(1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of

expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and

(2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

Brand Image is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

Brand Knowledge Network is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

Brand Management Team is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

Brand Marketing Campaign is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

Data Link is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

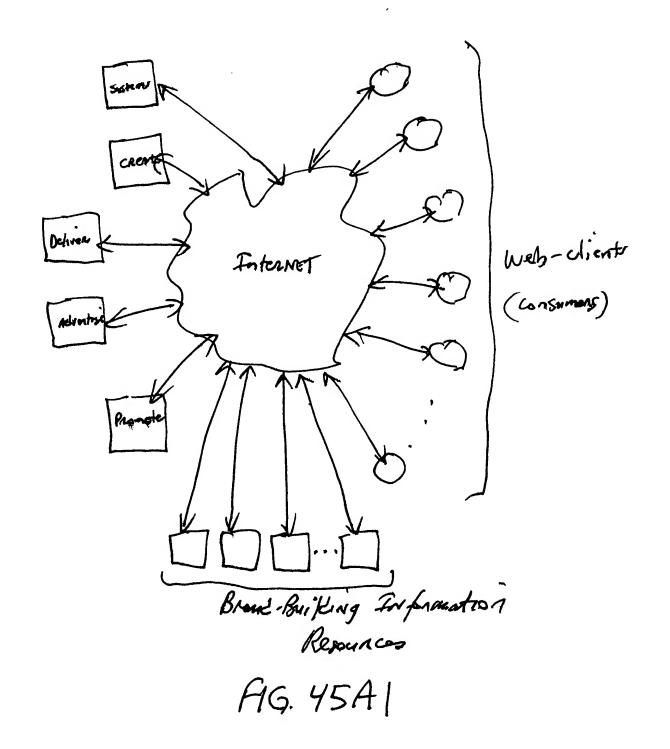
Promotional Agent An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

Promotional Campaign is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

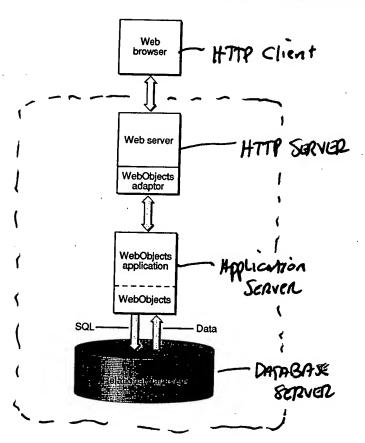
Product Data String is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

Service Data String is a string of data comprising a Universal Service Number (e.g. Airclic Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

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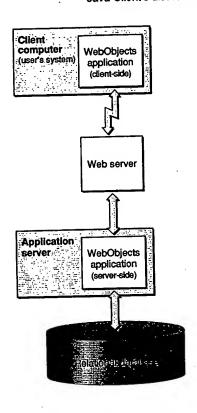
WebObjects HTML-based application communication chain



The WebObjects Architecture

FIG. 45A1

Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

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Brand Marketing Communication Instrumentation Network

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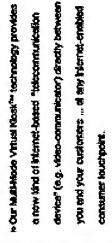
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Brandkoy Deliver ^w Subsystem * Subsystem Overview Brandkey AdvertisoTH Subsystem * Subsystem Overview

Brundkey Promote¹⁸ Subeystem * Subsystem Overview

Brandkey Systems¹³ Virtual Klosk organization Systems Virtual Klosk¹³
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Brandkey systems

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About Us Investore : Corente : Site Rop : Contact Us : Help : Legia

About Brandkey Systems Corporation

Brandkey Systems is a global brand marketing communication technology and services company. We provide Cliants with revolutionary Web-based brand marketing communication instruments and supporting services that help them build the demand alde of their business. Our success and growth are built on the quality of our Client base, the depth of our retailments, and our expertise in the innovative technologies which we develop and support in the marketialsce.

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Nitorials on the Brandkey Systems Network

▶ Login

▶ Forgot Password

BBRANDKEY SYSTEMS SUBSYSTEM

▶ Registration Suite

1. Control Panel for registering with Brandkey Systems Network

▶ User-Account Administration Suite

IBRANDKEY CREATE SUBSYSTEM

http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

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BBRANDKEY SYSTEMS NETWORK

▶ Logout

1. Control Panel for Administering Users

2. Control Panel for Administering Accounts

3. Control Panel for Administering Ad/Promo Privileges

▶ Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

a. Select Brand Entity

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http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

b. Configure Control Panel

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- c. Manage Data Strings
- d. Manage Data Links
- ▶ Brand Building Web Resources Hosting Suite
- 1. Control Panel for Hosting Brand Building Web Resources
- a. Select Brand Entity
- b. Manage Data Strings
- c. Manage Data Links
- d. Manage Information Resources

IBRANDKEY DELIVER SUBSYSTEM

- ▶ Virtual Kiosk Generation Suite
- 1. Control Panel for Generating Product-Specific Virtual Klosks
- a. Configure P-S Virtual Kiosks
- b. Create P-S Virtual Kiosks
- c. Modify P-S Virtual Klosks
- d. Deploy P-S Virtual Klosks
- e. Activate P-S Virtual Kiosks
- 2. Control Panel for Generating Service-Specific Virtual Kiosks
- a. Configure S-S Virtual Klosks
- b. Create S-S Virtual Klosks

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- c. Modify S-S Virtual Kiosks
- d. Deploy S-S Virtual Klosks
- e. Activate S-S Virtual Kiosks
- 3. Control Panel for Generating Vendor-Specific Virtual Klosks
- a. Configure V-S Virtual Klosks
- b. Create V-S Virtual Kiosks
- c. Modify V-S Virtual Klosks
- d. Deploy V-S Virtual Klosks
- e. Activate V-S Virtual Klosks
- 4. Control Panel for Generating Service-Provider-Specific Virtual Klosks
- a. Configure S-P-S Virtual Kiosks
- b. Create S-P-S Virtual Klosks
- c. Modify S-P-S Virtual Kiosks
- d. Deploy S-P-S Virtual Kiosks
- e. Activate S-P-S Virtual Klosks
- 5. Control Panel for Generating Retailer-Specific Virtual Kiosks
- a. Configure R-S Virtual Klosks
- b. Create R-S Virtual Kiosks
- c. Modify R-S Virtual Kiosks
- d. Deploy R-S Virtual Kiosks
- e. Activate R-S Virtual Klosks

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- a. Configure I-S Virtual Kiosks
- b. Create I-S Virtual Kiosks
- c. Modify I-S Virtual Klosks
- d. Deploy I-S Virtual Kiosks
- e. Activate I-S Virtual Klosks
- 7. Control Panel for Generating Corporate-Specific Virtual Kiosks
- a. Configure C-S Virtual Kiosks
- b. Create C-S Virtual Kiosks
- c. Modify C-S Virtual Kiosks
- d. Deploy C-S Virtual Kiosks
- e. Activate C-S Virtual Kiosks

▶ Virtual Kiosk Installation Suite

- 1. Control Panel for Installing Product-Specific Virtual Klosks
- 2. Control Panel for Installing Service-Specific Virtual Klosks
- 3. Control Panel for Installing Vendor-Specific Virtual Kiosks
- 4. Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- 5. Control Panel for Installing Retailer-Specific Virtual Klosks
- 6. Control Panel for Installing Industry-Specific Virtual Kiosks
- 7. Control Panel for Installing Corporate-Specific Virtual Klosks

IBRANDKEY ADVERTISE SUBSYSTEM

FIG 45C7

http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

Per - 5 of 5

▶ Virtual Kiosk AdvertIsIng Campaign Management Suite

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1. Control Panel for Managing Advertising Campaigns

a. Directory Management

b. Campaign Management

c. Ad-Spot Management

BBRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

a. Directory Management

b. Campaign Management

c. Promo-Spot Management

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Tutorials

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Brandkey Systems Network Help Control Panel

BBRANDKEY SYSTEMS NETWORK

- ▶ How do you Login to the BKS Brand Marketing Communications Network?
- ► How do you Logout of the BKS Brand Marketing Communications Network?
- ► How do you Retrieve your Password if you have forgotten it?

IBRANDKEY SYSTEMS SUBSYSTEM

▶ Registration Suite

- 1. How do you Register with the BKS Brand Marketing Communications Network?
- ▶ User-Account Administration Suite
- 1. Control Panel for Administering Users
- a. How do you Edit User Information?
- b. How do you Add a New User to your Brand Account?
- 2. Control Panel for Administering Accounts
- a. How do you Update your Company Information?
- b. How do you Update Administrator Information?
- c. How do you Update your Available Services?
- d. How do you Modify your Registered Brand Entity Information?

FIG. 4901

http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

e. How do you Add a New Brand Entity?

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- f. How do you Certify Advertising Agents?
- g. How do you Certify Promotional Agents?
- 3. Control Panel for Administering Ad/Promo Privileges
- a. How do you Edit Installed Virtual Kiosks Ad/Promo Privileges?

BBRANDKEY CREATE SUBSYSTEM

- ▶ Brand Information Network Management Suite
- 1. Control Panel for Managing Brand Information Networks
- a. How do you Select the Brand Entity you wish to work with?
- b. How do you Configure the Brand Information Network Control Panel?
- c. How do you Import Data String Records?
- d. How do you Edit Data String Records?
- e. How do you Add New Data String Records?
- f. How do you Synchronize Data String Records?
- g. How do you Edit Data Link Records?
- h. How do you Add New Data Link Records?
- ▶ Brand Building Web Resources Hosting Suite
- 1. Control Panel for Hosting Brand Building Web Resources
- a. How do you Select the Brand Entity you wish to work with?
- b. How do you View Data String Records?

c. How do you View Data Link Records?

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d. How do you Manage Brandkey Information Resource Records?

#BRANDKEY DELIVER SUBSYSTEM

- ▶ Virtual Klosk Generation Suite
- 1. Control Panel for Generating Product-Specific Virtual Klosks
- a. How do you Configure P-S Virtual Kiosks?
- b. How do you Create P-S Virtual Kiosks?
- c. How do you Modify P-S Virtual Klosks?
- d. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate P-S Virtual Klosks?
- 2. Control Panel for Generating Service-Specific Virtual Klosks
- a. How do you Configure S-S Virtual Kiosks?
- b. How do you Create S-S Virtual Klosks?
- c. How do you Modify S-S VIrtual Klosks?
- d. How do you Deploy S-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?
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h. How do you Activate S-S Virtual Kiosks?

3. Control Panel for Generating Vendor-Specific Virtual Klosks

a. How do you Configure V-S Virtual Kiosks?

b. How do you Create V-S Virtual Kiosks?

c. How do you Modify V-S Virtual Kiosks?

d. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Document?

f. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Image?

g. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate V-S Virtual Kiosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Klosks

a. How do you Configure S-P-S Virtual Klosks?

b. How do you Create S-P-S Virtual Klosks?

c. How do you Modify S-P-S Virtual Klosks?

d. How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Document?

f. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Klosks

a. How do you Configure R-S Virtual Kiosks?

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b. How do you Create R-S Virtual Kiosks?

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- c. How do you Modify R-S Virtual Kiosks?
- d. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Image?
- 9. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Klosks?
- 6. Control Panel for Generating Industry-Specific Virtual Kiosks
- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Kiosks?
- c. How do you Modify I-S Virtual Klosks?
- d. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?
- 9. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Klosks?
- 7. Control Panel for Generating Corporate-Specific Virtual Kiosks
- a. How do you Configure C-S Virtual Klosks?
- b. How do you Create C-S Virtual Klosks?
- c. How do you Modify C-S Virtual Klosks?
- d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

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http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

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- e. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?
- How do you Deploy C-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate C-S Virtual Kiosks?

▶ Virtual Klosk Installation Sulte

- 1. How do you Install Product-Specific Virtual Kiosks?
- 2. How do you Install Service-Specific Virtual Kiosks?
- 3. How do you Install Vendor-Specific Virtual Kiosks?
- 4. How do you Install Service-Provider-Specific Virtual Klosks?
- 5. How do you Install Retailer-Specific Virtual Klosks?
- 6. How do you Install Industry-Specific Virtual Kiosks?
- 7. How do you Install Corporate-Specific Virtual Kiosks?

BRANDKEY ADVERTISE SUBSYSTEM

- ▶ Virtual Klosk AdvertIsing Campaign Management Suite
- 1. Control Panel for Managing Advertising Campaigns
- a. How do you Generate a General Virtual Klosk Advertising Directory?
- b. How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?
- c. How do you Modify a General Virtual Klosk Advertising Directory?
- d. How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?
- e. How do you Register a Virtual Kiosk Advertising Campaign?

FIG. 45D6

http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

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Brandkey Systems Corporation

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9. How do you Run and Stop a Virtual Klosk Advertising Campaign?

h. How do you Monitor a Virtual Kiosk Advertising Campaign?

i. How do you Place an Ad-Spot Order on a Virtual Klosk Subnetwork?

I. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?

IBRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Klosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

a. How do you Generate a General Virtual Klosk Promotional Directory?

b. How do you Generate a Brand-Specific Virtual Klosk Promotional Directory?

c. How do you Modify a General Virtual Klosk Promotional Directory?

e. How do you Register a Virtual Klosk Promotional Campaign?

d. How do you Modify a Brand-Specific Virtual Klosk Promotional Directory?

f. How do you Modify a Virtual Klosk Pomotional Campaign?

g. How do you Run and Stop a Virtual Klosk Promotional Campaign?

h. How do you Monitor a Virtual Klosk Promotional Campaign?

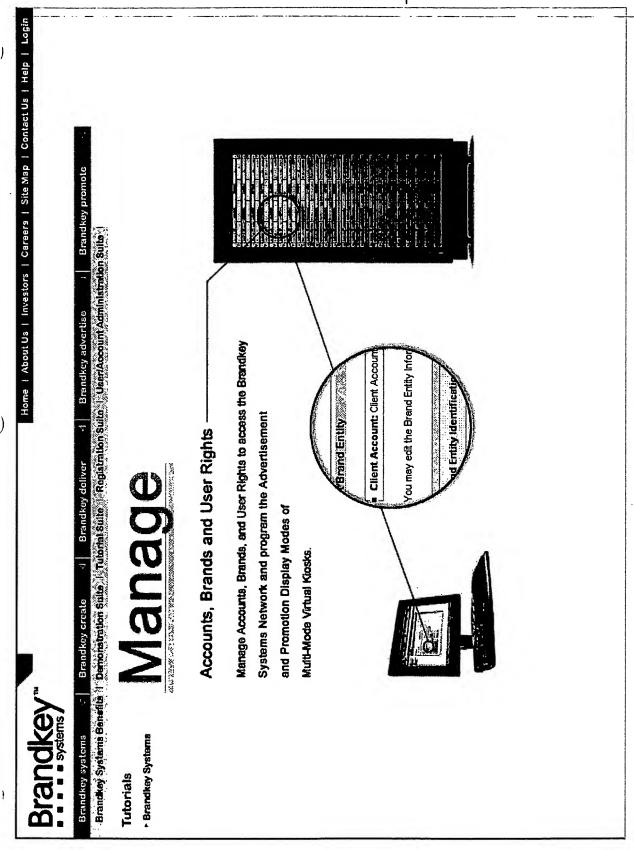
i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?

1. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?

Brandkey Systems Network - Overview



6/6/2003



http://www.brandkeysystems.com/bk systems/index systems.html

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey promote Brandkey/Systems/Bandriby (Demonstration State | Elutrical State | Registration State | User/Account Administration State Brandkey advertise Brandkey deliver Brandkey create Brandkey systems

Brandkey Systems Subsystem Benefits - Standard Demonstration Mode

- · Consumers
- * Vendors
- * Service Providers
- Advertising Agents
- Promotional Agents
- * Retailers
- Industrialists

The Brandkey Systems[™]Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

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http://www.brandkeysystems.com/bk_systems/index_demonstrations.html

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· Industry-Specific Virtual Klosks						
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Brandkey Systems Tutorials Suite - Standard Demonstration Mode

Network Tutorial

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Logout

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Brandkey Systems

Network Tutorial

Brandkey Create

Brandkey Deliver

the essential value and character.

Brandkey Advertise

Brandkey Promote

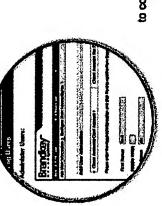


System Tutorials

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Create Interactive Brand Information Networks designed

to communicate the essential value and character associated with.



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Brandkey systems

Brandkey Systems Corporation

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Launch Control Panel for Registering with Brandkey Systems Network

Brandkey Systems Registration Suite - Standard Demonstration Mode Brandkey Systems Registration Application

Register with Brandkey Systems

Create interactive Brand Information Networks designed to communicate the essential value and character.



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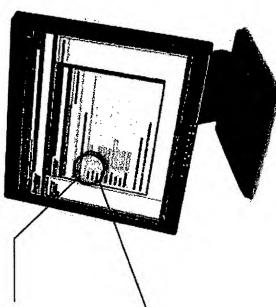
Registration Application

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Standard Demonstration Mode

Control Panel for Registering With Brandkey Systems Network

Create interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.



Complete the Brandkey Syste

First Name:

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http://www.brandkeysystems.com/bk_systems/r_launch_registration.html

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Brandke)

Personal Information (1 Grand Entity Information II Applicant-Brand Relationship 1. Registration Confirmation Registration Application

Control Panel for Registering with Brandkey Systems Network

Page 1 of 1

Standard Demonstration Mode

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

Personal Information

Middle Initial: First Name:

Fax Number:

Phone Number:

E-mail Address:

User Name:

Password:

Last Name:

Confirm Password:

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Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.

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Control Panel for Registering with Brandkey Systems Network

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Brandkey

Registration Application

Personal Information | Seard Edity Information ("Applicant Brand Relationship | Registration Confirmation

Standard Demonstration Mode

Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Owner					
U.S. Registration No	Ð	♦	D		
Category	Automotive	Automotive	Automotive	Automotive	Automotive
Product Descriptor (PD) Service Descriptor (SD)					
Trademark (TM) Service Mark (SM)					
Brand Entity Name					

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Back Next

Brandkey Systems Subsystem

nd Entity Information | Applicant Brand Reletionship | Registration Confirmation Registration Application Personal Information | Erac

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Applicant-Brand Relationship

Please specify the nature of your relationship with the owner of the above specified Brand Entitles.

- O Here will go the text for this box number 1
- O Here will go the text for this box number 2
- O Here will go the text for this box number 3
- O Here will go the text for this box number 4
- O Here will go the text for this box number 5
- Here will go the text for this box number 6 0

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http://www.brandkeysystems.com/bk_systems/r_launch_registration-3.html

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Submit

Control Panel for Registering with Brandkey Syst

Brandkey Systems Subsystem

Brandkey

Registration Application
Personal Information | Brand Entity | Mormation | Applicant Brand Relationship | Registration Confirmation

Standard Demonstration Mode

Registration Confirmation

Thank you for completing the Initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

FIG 46 FG

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Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey Systems Corporation

User/Account Administration Suite - Standard Demonstration Mode Brandkey promote Brandwy Systams Bahants Demonstration Suite Protected Suite Registration Suite Weer Account Administration Suite Brandkey advertise Brandkey systems

for Administering Users Launch Control Panel

Launch Control Panel for Administering Accounts Launch Control Panel for Administering AdiPromo Privileges

Client Account No: 7145001

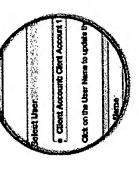
Client Account: DISNEY

User Name: John Smith

Administer Account Users

Create interactive Brand Information designed to communicate

the essential value and character.



Administer Account

Create interactive Brand Information Networks designed to communicate the essential value and character.



Set Ad/Promo Shelf Rights

Create interactive Brand Information Networks

designed to communicate the essential value and character.



FIG. 46 F

http://www.brandkeysystems.com/bk_systems/index_administration.html

Brandkey Systems Subsystem

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Search/Edit User

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Page 1 of 1

Standard Demonstration Mode

Control Panel for Administering Users

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

access to a Service, then Brand Information ssign available Servic **Brandkey Create** * Control FIG. 46G

http://www.brandkeysystems.com/bk_systems/a_launch_user.html

Search

Brandkey Systems Subsystem

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Page 1 of 1

Standard Demonstration Mode

Search for User

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

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http://www.brandkeysystems.com/bk_systems/a_launch_user_search-1.html

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Page 1 of 1

Control Panel for Administering Users

Standard Demonstration Mode

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Select User

Client Account No: 7145001
Client Account: DISNEY

User Name: John Smith

Phone Number

203-275-1980 203-275-1980

203-275-1980

203-275-1980 203-275-1980

Click on the User Name to update the User Information.

,	
User Name	E-mail Address
User full name	e-mail address here
User full name	e-mail address here
User full name	e-mail address here
User full name	e-mail address here
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Brandkey Systems Subsystem

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Standard Demonstration Mode		User Name: John Smith		203-406-0723
committee (1907 Access Rights		Client Account No: 7145001	e any changes and view assigned Services.	Phone Number:
Search/Edit User Add New User Search for User (Selections of Editions of International Contractions of Edition (Contraction of Edition Of Editi	Edit User Information	Client Account: DISNEY	Update the User information. Click Next to save any changes and view assigned Services.	First Name: Thomas

	Confirm Password: Perkowski	
Thomas	Perkowski	5

@brandkeysystems.com

E-mail Address: Fax Number:

Perkowski

Last Name:

User Name: Password:

Active:

Middle Initial: 3.

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Control Panel for Administering Users

Standard Demonstration Mode

Brandkey

Add New User

Search/Edit User

Search for User | Select User | Edit User Information | Update User Access Rights

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

- Brand Knowledge Network Management Suite contains:
- * Control Panel for Managing Brand Knowledge Network
- Brand Building Web Resources Hosting Suite contains:

➤ Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

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Virtual Klosk Generation Suite contains:

- . Control Panel for Generating Product-Specific Virtual Klosks
- * Control Panel for Generating Service-Specific Virtual Klosks
- ... Control Panel for Generating Service-Provider- Specific Virtual Kiosks * Control Panel for Generating Vendor-Specific Virtual Klosks
 - > Control Panel for Generating Retailer-Specific Virtual Klosks
- ∴ Control Panel for Generating Industry-Specific Virtual Klosks
- Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

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http://www.brandKexsystems.com/bk-systems/a_launch_user_search-4.html

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Search/Edit User Add New User a Search for User SelectiUser SelectiUser Month Option Option	
	Standard Demonstration Mode
Update User Access Rights	

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Brandkey Create	Brand Information Network Management Suite contains:	 Control Panel for Managing Brand Information Network 	Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

User Name: John Smith

Client Account No: 7145001

Cilent Account: DISNEY

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Brandkey Deliver
Virtual Klosk Generation Sulte contains:
Sontrol Panel for Generating Product-Specific Virtual Kiosks
Sontrol Panel for Generating Service-Specific Virtual Klosks
Sontrol Panel for Generating Vendor-Specific Virtual Kiosks
Sontrol Panel for Generating Industry-Specific Virtual Kiosks
Sontrol Panel for Generating Corporate-Specific Virtual Klosks
Virtual Klosk Installation Suite contains:
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)	L. ≫ Control Panel for Installing Product-Specific Virtual Klosks	Sontrol Panel for Installing Service-Specific Virtual Kiosks	Specific Virtual Klosks Specific Virtual Klosks	Service-Provider-Specific Virtual Klosks	🔲 » Control Panel for Installing Retailer-Specific Virtual Klosks	* Control Panel for Installing Industry-Specific Virtual Klosks		Brandkay Advantica	Uirtual Kiosk Advertising Campaign Management Suite contains:	▶ Control Panel for Managing Advertising Campaigns	Brandkey Promote	Virtual Klosk Promotional Campaign Management Suite contains:	

Page 2 of 2

Brandkey Systems Subsystem

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http://www.brandkeysystems.com/bk_systems/a_launch_user_search-4.html

Brandkey

Brandkey Systems Subsystem

Search/Edit User Search for User | Selec

Client Account: DISNEY

User Name: John Smith

Standard Demonstration Mod

Confirm User Information

Client Account No: 7145001

Your User Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0777 Phone Number:

203-555-0778 Fax Number:

smith@disney.com E-mail Address:

John User Name: Smith Smith Password:

Confirm Password:

Active:

Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

X Brand Building Web Resources Hosting Suite contains:

Control Panel for Hosting Brand Building Web Resources

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Brandkey Systems Subsystem

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

✓ » Control Panel for Generating Product-Specific Virtual Klosks

X » Control Panel for Generating Service-Specific Virtual Klosks

X » Control Panel for Generating Vendor-Specific Virtual Klosks

X » Control Panel for Generating Service-Provider-Specific Virtual Klosks

* Control Panel for Generating Retailer-Specific Virtual Kiosks

* Control Panel for Generating Industry-Specific Virtual Klosks

X » Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

✓ » Control Panel for Installing Product-Specific Virtual Kiosks

X » Control Panel for Installing Service-Specific Virtual Klosks

* Control Panel for Installing Vendor-Specific Virtual Kiosks

✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks

X * Control Panel for Installing Retailer-Specific Virtual Kiosks

✓ » Control Panel for Installing Industry-Specific Virtual Kiosks

X » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

VIrtual Kiosk Advertising Campaign Management Suite contains:

Control Panel for Managing Advertising Campaigns

Brandkey Promote

X Virtual Kiosk Promotional Campalgn Management Suite contains:

➤ Controt Panel for Managing Promotional Campaigns

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Page 1 of 1

Next

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Control Fanel for Administering Users		Standard Demonstration Mode			
			User Name: John Smith	access to Services.	
	-2.4.B		· Client Account No: 7145001	Next to add the New User and assign the User access to Services. Phone Number: Fax Number: E-mail Address:	Confirm Password:
Brandkey*	Search/Edit User < Add New User Addiùsaglifagarthagh Computer Seas Right	Add User Information	Client Account: DISNEY	Please enter the required information and click Next First Name: Middle Initial:	User Name:

FIG 46H1

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-1.html

Page 1 of 2

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Client Account: DISNEY

Client Account No: 7145001

Assign Valbhava Muchhal access to any available Service by checking it from the list below.

User Name: John Smith

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Standard Demonstration Mode

Brandkey Create

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- Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
- ⇒ Control Panel for Hosting Brand Building Web Resources

291/939

Brandkey Deliver

Virtual Klosk Generation Suite contalns:

- * Control Panel for Generating Product-Specific Virtual Klosks
- □ » Control Panel for Generating Service-Specific Virtual Klosks
- Sontrol Panel for Generating Vendor-Specific Virtual Klosks
- 🔲 » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- * Control Panel for Generating Retailer-Specific Virtual Klosks
 * Control Panel for Generating Industry-Specific Virtual Klosks
- ☐ » Control Panel for Generating Corporate-Specific VIrtual Kiosks

Virtual Klosk Installation Suite contains:

Sontrol Panel for Installing Product-Specific Virtual Kiosks

F16, 46H2

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-2.html

* Control Panel for Managing Promotional Campaigns

F16-4643

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-2.html

•) ☐ * Control Panel for Installing Service-Provider-Specific Virtual Kiosks Virtual Klosk Promotional Campaign Management Suite contains: Virtual Klosk Advertising Campaign Management Suite contains: ☐ » Control Panel for Installing Corporate-Specific Virtual Klosks Montrol Panel for Installing Industry-Specific Virtual Kiosks * Control Panel for Installing Service-Specific Virtual Klosks . Sontrol Panel for Installing Vendor-Specific Virtual Klosks 🔲 » Control Panel for Installing Retailer-Specific Virtual Kiosks Control Panel for Managing Advertising Campaigns **Brandkey Systems Subsystem** Brandkey Advertise Brandkey Promote

Page 2 of 2

Brandkey

Add User Information (* Co Search/Edit User

Control Panel for Administering Users

Standard Demonstration Mode

Confirm User Information .

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The New User, Vaibhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0777 Phone Number:

203-555-0778 Fax Number: Jsmith@disney.com

E-mail Address:

John User Name:

Smith Smith Confirm Password: Password:

Active:

Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

X Brand Building Web Resources Hosting Suite contains:

* Control Panel for Hosting Brand Building Web Resources

F10, 76HY

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-3.html

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-3.html

Brandkey Deliver

Brandkey Systems Subsystem

Virtual Kiosk Generation Suite contains:

✓ » Control Panel for Generating Product-Specific Virtual Klosks

* Control Panel for Generating Service-Specific Virtual Klosks

X » Control Panel for Generating Vendor-Specific Virtual Klosks

X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks

✓ * Control Panel for Generating Retailer-Specific Virtual Kiosks

✓ » Control Panel for Generating Industry-Specific Virtual Klosks

X » Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

✓ » Control Panel for Installing Product-Specific Virtual Klosks

X » Control Panel for Installing Service-Specific Virtual Klosks

* Control Panel for Installing Vendor-Specific Virtual Klosks

✓ » Control Panel for Installing Service-Provider-Specific Virtual Klosks

X » Control Panel for Installing Retailer-Specific Virtual Klosks

Sontrol Panel for Installing Industry-Specific Virtual Klosks

X » Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

Virtual Klosk Advertising Campaign Management Suite contains:

Control Panel for Managing Advertising Campaigns

Brandkey Promote

X Virtual Klosk Promotional Campaign Management Suite contains:

» Control Panel for Managing Promotional Campaigns

Control Panel for Administering Accounts

6/16/2003

Brandkey

Brandkey Systems Subsystem

Update Company Info 🥴 Update Admin Info 🗟 Update Available Services 🕠 Edit Brand Entity Info 🕫 Certify Ad Agents 🔞 Certify Promo Agents

Standard Demonstration Mode

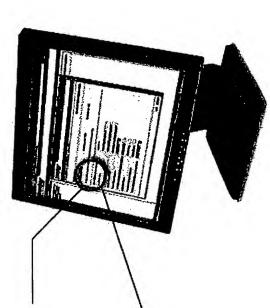
Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



You may edit the Brand Entity

Client Account: Clie

Brand Entity Identifica

FIG 46II

http://www.brandkeysystems.com/bk_systems/a_launch_account.html

Brandkey*

Control Panel for Administering Accounts Standard Demonstration Mode Update Company Info . | Update Admin Info < | Update Available Services 4 | Edit Brand Entity Info 4 | Ceruity Ad Agents 4 | Ceruity Promo Agents 4 Update Company Information

)

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

You may update Client Information here.	t Information here.		
Client Name:		E-mail Address:	
Client Address:		Company Website:	http://
		Contact Person:	
City:		Contact Phone Number:	
State: A	All United States	Contact Fax Number:	
Zip/Postal Code:		Contact E-mail Address:	
Country: U	United States 🗢	MIN:	
Phone Number:		SPIN:	

Fax Number:

296/939

FIG. 46IZ

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-co.html

5/5/2003

Submit

Page 1 of 1

Next

Standard Demonstration Mode Edit Brand Entity Info 🤫 | Certify Ad Agents 👊 | Certify Promo Agents 🤞 User Name: John Smith You may update your Administrator Information here. Click Next to edit your Administrator Access Rights. Confirm Password: Phone Number: E-mail Address: Fax Number: Client Account No: 7145001 Update Administrator Information Update Company Info (Updat) Update/Aminific/Collingio Client Account: DISNEY Brandkey. Middle Initial: First Name: Last Name: User Name: Password:

297/939

FIG. 46I3

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-1.html

Control Panel for Administering Accounts

Edit Brand Entity Info 4 | Certify Ad Agents 4 | Certify Promo Agents Update Administrator Infon Update Company Info 👈 Brandkey

Standard Demonstration Mode

Update User Access Rights			
Update User Access Righ			3
Update User Access		1710	
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Update User			3
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	DISNEY
	Account:
	Client
4	

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Automotive

D

US Trademark Registration Number:

Product/Service Category:

Legal Owner of Brand Entity:

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

D

Brandkey Create

Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

» Control Panel for Hosting Brand Building Web Resources

Brand Building Web Resources Hosting Suite contains:

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

Control Panel for Administering Accounts

Brandkey Systems Subsystem

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Ugdate Available Services 4 Edit Brand Entity Info 4 Certify Ad Agents 4 Certify Promo Agents

Standard Demonstration Mode

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brandkey Create

- ☐ Brand Information Network Management Suite contains:
- Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:

Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Klosk Generation Sulte contains:

- Sontrol Panel for Generating Product-Specific Virtual Klosks
- * Control Panel for Generating Service-Specific Virtual Klosks
- * Control Panel for Generating Vendor-Specific Virtual Klosks
- 🔲 * Control Panel for Generating Retailer-Specific Virtual Klosks

🔲 » Control Panel for Generating Service-Provider-Specific Virtual Klosks

- . » Control Panel for Generating Industry-Specific Virtual Kiosks
- * Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Kiosk Installation Suite contains:

FIG. 46 ISA

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

» Control Panel for Managing Promotional Campaigns

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Page 2 of 2

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L_J » Control Panel for Installing Product-Specific Virtual Kiosks	
Sontrol Panel for Installing Service-Specific Virtual Klosks	
Sontrol Panel for Installing Vendor-Specific Virtual Klosks	
Sontrol Panel for Installing Service-Provider-Specific VIrtual Kiosks	
Sontrol Panel for installing Retailer-Specific Virtual Klosks	
. Sontrol Panel for Installing Industry-Specific Virtual Kiosks	
Sontrol Panel for Installing Corporate-Specific Virtual Kiosks	
■Brandkey Advertise	
Urtual Kiosk Advertising Campaign Management Suite contains:	
Control Panel for Managing Advertising Campaigns	
Brandkey Promote	
Virtual Klosk Promotional Campaign Management Suite contains:	

FIG. 46ISB

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

Control Panel for Administering Accounts

Brandkey

Edit Brand Entity Info 4 Certify Ad Agents 4 Certify Promo Agents 4

Update Company Info < Update Update Update

Standard Demonstration Mode

Confirm Administrator Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Administrator Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0777 Phone Number:

smith@disney.com 203-555-0778 E-mail Address: Fax Number:

John User Name:

Smith Password:

301/939

Smith

Confirm Password:

Brandkey Create

Brand information Network Management Suite contains:

Control Panel for Managing Brand Information Network

X Brand Building Web Resources Hosting Suite contains:

Control Panel for Hosting Brand Building Web Resources

FIG. YETG

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-3.html

Brandkey Deliver

Virtual Klosk Generation Sulte contains:

✓ » Control Panel for Generating Product-Specific Virtual Klosks

X » Control Panel for Generating Service-Specific Virtual Kiosks

X » Control Panel for Generating Vendor-Specific Virtual Klosks

X » Control Panel for Generating Service-Provider-Specific Virtual Klosks

* Control Panel for Generating Retailer-Specific Virtual Klosks

* Control Panel for Generating Industry-Specific Virtual Klosks

X * Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Kiosk Installation Suite contains:

✓ » Control Panel for Installing Product-Specific Virtual Kiosks

X » Control Panel for Installing Service-Specific Virtual Klosks

* Control Panel for Installing Vendor-Specific Virtual Klosks

✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks

X * Control Panel for Installing Retailer-Specific Virtual Klosks

* Control Panel for Installing Industry-Specific Virtual Klosks

X » Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

Virtual Klosk Advertising Campaign Management Suite contains:

Control Panel for Managing Advertising Campaigns

Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

* Control Panel for Managing Promotional Campaigns

FIG. 46IT

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http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-3.html

Brandkey

Control Panel for Administering Accounts

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Standard Demonstration Mode Edit Brand Entity Info 😗 Certify Ad Agents 💠 Certify Pramo Agents 👙 You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services. User Name: John Smith Client Account No: 7145001 Update Company Info 4 | Update Admin Info 4 | Update Available Services 😗 Update Available Services Client Account: DISNEY

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Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

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Virtual Klosk Generation Suite contains:

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Product-Specific
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* Control Panel for Generating Service-Specific Virtual Klosks

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🔲 » Control Panel for Generating Retailer-Specific Virtual Kiosks	* Control Panel for Generating Industry-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

FIG. 46I8

^{🔲 »} Control Panel for Generating Corporate-Specific Virtual Klosks

* Control Panel for Managing Promotional Campaigns

Submit

Brandkey Systems Subsystem	Page 2 of 2
)	,
☐ » Control Panel for Installing Product-Specific Virtual Klosk	
Sontrol Panel for Installing Service-Specific Virtual Klosk	
🔲 » Control Panel for Installing Vendor-Specific Virtual Klosk	
🔲 » Control Panel for Installing Service-Provider Specific Virtual Kiosk	
🔲 » Control Panel for Installing Retailer-Specific Virtual Klosk	
🔲 » Control Panel for Installing Industry-Specific Virtual Klosk	
[_] » Control Panel for installing Corporate-Specific Virtual Klosk	
Brandkey Advertise	
Virtual Kiosk Advertising Campaign Management Suite contains:	
➤ Control Panel for Managing Advertising Campaigns	
Brandkey Promote	
Urtual Kiosk Promotional Campaign Management Suite contains:	

FIG. 46I9

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-services.html

Brandkey Systems Subsystem Brandkey.

Control Panel for Administering Accounts

Update Company Info 🔇 Update Admin Info 🔞 Update Available Services 🗅 Edit Brand Entity Info 🧳 Certify Ad Agents 🔇 Certify Promo Agents 🦿

Standard Demonstration Mode

Update Available Services

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

FR, 18710

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-services-2.html

Certify Ad Agents Update Available Services 4 Edit Brand Entity Info Update Company Info < | Update Admin Info < | Update Availat AddiNaWighand Entry | Pselectionand Entry / A Editional Entry

Certify Promo Agents

Standard Demonstration Mode

Control Panel for Administering Accounts

Page 1 of 1

Add New Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

Automotive

D

US Trademark Registration Number:

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

Legal Owner of Brand Entity:

D

Add Trademarks Next

FIG 46II

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-1.html

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Page 1 of 1

Brandkey

Control Panel for Administering Accounts

Update Company Info 4 Update Admin Info 4 Update Available Services 4 Edit Brand Entity Info 4 Certify Ad Agents 3 Certify Promo Agents Add New Brand Entity | Select Brand Entity | Edit Brand Entity

Standard Demonstration Mode

Add New Brand Entity

F Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Senicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Product Descriptor (PD): **Brand Entity Name:**

D Automotive

US Trademark Registration Number:

Product/Service Category:

Service Descriptor (SD):

Legal Owner of Brand Entity:

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

D

Next Add Trademarks

Brandkey*

Control Panel for Administering Accounts

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Certify Ad Agents 3 Certify Promo Agents 4 Edit Brand Entity Info Update Available Services of Salect Brand Entry | Edit Brand Entry Update Compeny Info 🤫

Standard Demonstration Mode

Add Trademark/Servicemark Portfolio

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

Portfollo of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New File-Based Trademark/Service Mark:

Browse

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FIG 46 IIZ

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Page 1 of 1

Update Company Info 4 Update Admin Info	fo 4 Update Available Services 4 Edit Brand Entity Info Certify Ad Agents 🦿 Certify Promo Agents 🗧	Edit Brand Entity Info	Certify Ad Agents	Certify Promo Agents <	
Add New Brand Entity Salect Brand Entit	F Edit Brand Entity				

Operate Company Inc. 4 Operate Admin Info 4 Operate Available Services 4 Edit Brand Entity Info Certify Ad Agents 4 Certify Pro	Update Available Services 4	Edit Brand Entity Info	Certify Ad Agents	Certify
Add New Brand Entry (Salect@rand/Entry) Edit Brand Entry	·Editerano Efficy.			ğ.
Select Brand Entity				,
Client Account: DISNEY	Client Account No: 7145001	**************************************	User Name: John Smith	

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יסשפר פניפטר מים ברמוס ברומוץ לכם שופורנט פטור בל כווכתווץ סוד נוופ ברמוס ברומון ומפחנווכמנוסן	

Brand Entity dentification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
9909930-00939	Here will go the servicemark	Here will go the service description	65600-0566066	legal owner brand	relationship
<u> </u>	Here will go the servicemark	Here will go the service description	65600-0566066	legal owner brand	relationship
990930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
990930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
65600-0566066	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

44 | 4 Back 12345 Next▶ | ▶▶

FIG. 467 13

Update Available Services 4 Edit Brand Entity Info

Update Company Info : | Update Admin Info < | Update Availai Add New Brand Entity (1: Sakscu Brand Entity; 9, Edit Brand Entity;

Page 1 of 1

Certify Ad Agents 4 | Certify Promo Agents 4

Standard Demonstration Mod

Edit Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number:

09009876-09

Here will go the trademark

Here will go the product despription

Product Descriptor (PD):

Brand Entity Name:

Here will go the service despription

Automotive

Product/Service Category:

Service Descriptor (SD):

D.

US Trademark/Servicemark Registration Number: 098909388-098 **Brand owner**

Name of owner

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

Legal Owner Brand:

0

Back Submit

Brandkey.

Control Panel for Administering Accounts

Update Company Info 🤟 Update Admin Info 🤞 Update Available Services 🥱 Edit Brand Entity Info 😗 Certify Ad Agents 🔞 Certify Promo Agents Add New Brand Entity Select Brand Entity | Edit Brand Entity

Standard Demonstration Mode

Edit Trademark/Servicemark Portfolio

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding Image file,select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New Image-Based Trademark/Service Mark:

Browse

311/939

FIG 46 TIS

Back Update Next

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-3b.html

5/5/2003

)

Control Panel for Administering Accounts

Edit Brand Entity Info Update Company Info < | Update Admin Info < | Update Available Services 4 | Add New Brand Entity | Edit Brand Entity | Add New Brand Entity | Edit Brand Entity | Brandkey

Certify Ad Agents 4 Certify Promo Agents 4

Standard Demonstration Mode

Confirm Brand Entity Information

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

09009876-09 Brand Entity Identification Number:

Here will go the brand entity name

Here will go the product description

Product Descriptor (PD): Service Descriptor (SD):

Brand Entity Name:

Here will go the service description

Automotive

Product/Service Category:

US Trademark/Servicemark Registration Number: 098909388-098

312/939

Brand owner 1921 Year Brand Entity was Established: Legal Owner Brand:

Brand Manager Relationship of Administrator to Legal Owner:

Portfollo of Trademarks (TM)/Service Marks (SM):

FIG 4116

Confirm Edit

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-4.html

5/5/2003

Control Panel for Administering Accounts

Update Available Services 4 Edit Brand Entity Info 7 Certify Ad Agents 9 Certify Promo Agents 9 Update Company Info < Update Admin Info <

)

Standard Demonstration Mode

Update Certified Registered Advertising Agents Client Account: DISNEY Client Account No: 7145001

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

User Name: John Smith

Advertising Agents	Contact	Phone	F.mail	tolliffe
NIKe	John Smith	203-345-0900	smith@nike.com	N
Compusa	John Smith	203-345-0900	jsmith@compusa.com	D
IBM	John Smith	203-345-0900	jsmith@lbm.com	5

Update Uncertified Registered Advertising Agents

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

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Contact	Phone	E-mail	Certified
dans smith	203-345-0900	Jsmith@nike.com	
John Smith	203-345-0900	Jsmith@ibm.com	

FIG 46II7

Submit

FIG. 46 II8

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-ad.html

Brandkey Systems Subsystem

5/5/2003

315/939

Brandkey*

Control Panel for Administering Accounts

Update Available Services 4 Edit Brand Entity Info 4 Certify Ad Agents 4 Certify Promo Agents Update Company Info 4 | Update Admin Info < Standard Demonstration Mod

Update Certified Registered Promotional Agents

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your CLient Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact		E-mail	Certified
Nike	John Smith		jsmlth@nike.com	D
Compusa	John Smith	203-345-0900	jsmith@compusa.com	5
IBM	John Smith		jsmith@ibm.com	Σ

Update Uncertified Registered Promotional Agents

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Acocunt. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact		E-mail	Certified
Nike	John Smith		jsmith@nlke.com	
Compusa	John Smith	203-345-0900	jsmith@compusa.com	
IBM	John Smith		jsmith@ibm.com	

F16, 46 II9

FIG 46 120

Brandkey Systems Subsystem

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-promo.html

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Brandkey

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Standard Demonstration Mod

Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

Client Acccount: Clie

You may Update the list

ssign AdiPromo Priv

FIG, 46J

View/Edit Ad/Proma Priv.le Select.VetbellKiGSK (PAScig

Standard Demonstration Mode

Select Virtual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Virtual Klosks have been installed. Click on the Virtual Klosk Serial Number to view detalled information about the Types of Advertisement and Promotton Privileges assigned to the Virtual Klosk.

Virtual Klosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
Virtual Kiosk ID 1	Virtual Klosk name 1	Virtual Kiosk Type 1	Virtual Klosk Installation Location 1	Privilege Type 1
Virtual Klosk ID 2	Virtual Kiosk name 2	Virtual Klosk Type 2	Virtual Klosk Installation Location 2	Privilege Type 2
Virtual Klosk ID 3	Virtual Kiosk name 3	Virtual Klosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
Virtual Kiosk ID 4	Virtual Klosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
Virtual Kiosk ID 5	Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Klosk Type 5 Virtual Klosk Installation Location 5	Privilege Type 5

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Control Panel for Administering Ad/Promo Privileges

Brandkey*

View/Edit Ad/Promo Privileges For Installed Virtual Kioska 😗

Salvet Virtual Mesk 11 Assign AdR Tomo RAM 189859

Standard Demonstration Mode

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:4	и	ľ
24	π	ì
7	s	ų
11	Đ	ŀ
	2	
-	5	1
24	2	ÿ
12		١
- 77	Г	•
×	۰	١
14	×	:
13		
13	Ξ	
	•	,
3	3	
4	_	
n	١.	
=	=	
-	₹	,
0	2	
•	I	
10	_	
-5	=	,
-5	Ŧ	١
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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Klosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Klosk ID: Virtual Klosk ID

Virtual Klosk Name: Virtual Klosk Name

Virtual Kiosk Type: Virtual Klosk Type

Virtual Kiosk Installation Location: Virtual Kiosk Installation Location

Virtual Kiosk Installed By: Virtual Kiosk Installed By

Privilege Type: Not Allowed

Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN) Shared Exclusive

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Vendor/Service Provider

MIN 2

Vendor name 2

Vendor name 1

Vendor name 3 MIN 3

Vendor name 4 MIN 4

Vendor name 5 MIN 5

FIG. 46 T3

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http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-2.html

Add Vendor Submit

5/5/2003

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http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-2.html

Brandkey Systems Subsystem

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Control Panel for Administering Ad/Promo Privileges

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks Select Virtual Kiosk | Askign Ad/Promo Frivilegos

Search for Vendor

User Name: John Smith

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/ Service Provider Identification Number (SPIN):

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State:

D

All United States

Zip/Postal Code:

Country:

United States 🔯

Search

5/5/2003

FIG YGKI

http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-3.html

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Brandkey systems

Client Account: DISNEY

Client Account No: 7145001

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Klosk:

Standard Demonstration Mode

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Control Panel for Administering Ad/Promo Privileges

_)

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Brandkey

Salect Virtual Klosk | Assign Ad/Promoi Privileges

Standard Demonstration Mode

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

Assign Vendors

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Exclusive

Shared

No. of Products/Services on Virtual Klosk

Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)

Vendor/Service Provider Name 1000

1000

MIN 2

Vendor Name 2

MIN

Vendor Name 3

MIN 4

Vendor Name 4

MIN 5

Vendor Name 5

Z Z Z

Vendor Name 1

1000

900

1000

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322/939

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Submit

Brandkey Create Subsystem

FIG. 47 A1

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Brandkey Create Subsystem

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Brandkey	,		Но	Home About Us Investors Careers Site Map Contact Us Help	Careers Si	te Map	Contact Us)		Login
Brandkey systems	Brandkey create	Brandkey deliver	-t-	Brandkey advertise 4	Brandkey promote	omote	V		
Strandke) Create 8 to system Bandfills Brandle	Bandilis 1. Brand Knowledge	Network Management Sul	. B	Knowledge/Network Management Suite Brand Buikding Web Resources Hosting Suite	a Hosting Suite	F			
• Brand Managers		Brandi	key C	Brandkey Create Subsystem Benefits - Standard Demonstration M de	inefits - Star	dard D	emonstra	tion M	de
 Advertising Agents 									
· Promotional Agents									
Full Service Agents	Brandkey Create TM Subsyste	om employs the latest advar	ces in c	Brandkey Create TM Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply greate and deploy multi-lovel integration and in signal models of sections.	theory to enable I	brand			
 Marketing Consultants 	brands represented in the Brand Knowledge Networks.	and Knowledge Networks.	deploy	יווטוע־ופעפי ווונפימכניעפ מנעוני-עו	isda illodels of pic	oduci			

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand Image intended by the brand management team

Trademark Attorneys

Brand Consultants

By bolstering the Intended Brand Image associated with each brand entity registered with the Brandkey Systems™ Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at intemet-based touchpoints before, during and after

purchases, are:

(1) consumers learn about and remember what is relevant and important about the particular brand entities represented by the delivered Brand Knowledge Network;

(2) brand managers build stronger, more powerful brands in the minds and hearts of consumers; and
(3) stronger, more powerful brands increase the level of influence that brand manager's have along the manufacturer's distribution channels.

5/6/2003

Brandkey Create Subsystem

F16, 47B1

http://www.brandkeysystems.com/bk_create/index_brand_knowledge.html

Select Brand Entity

Brandkey Create Subsystem

Control Panel for Managing Brand Information Network

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Standard Demonstration Mode

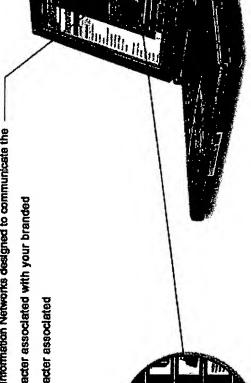
Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.





784 DH

Select Brand Entity Select Brand Entity

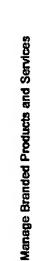
Control Panel for Managing Brand Information Network

Standard Demonstration Mod

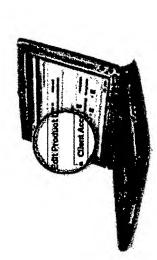
Client Account: DISNEY Select Brand Entity

Client Account No: 7145001

User Name: John Smith



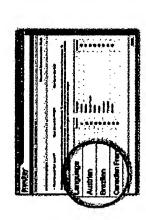
Create Interactive Brand Information Networks designed to communicate the essential value and charactar.



Manage Brand Information Networks

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Create Interactive Brand Information Networks designed to communicate the essential value and character.



F1G. 47B3

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Select Brand Entity Select Brand Entity

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity: Brand Entity 1

FIG. 4784

Select

6/16/2003

http://www.brandkeysystems.com/bk_create/m_control_panel_select-entity-1.html

Continue

6/16/2003

Control Panel for Managing Brand Information Network

)

Brandkey
Select Brand Entity
Select Brand Entity

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

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FIG, 47BS

http://www.brandkeysystems.com/bk_create/m_control_panel_select-entity-2.html

Brandkey

Select Brand Entity

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Control Panel for Managing Brand Information Network

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Manage Product Data Links

Standard Demonstration Mode

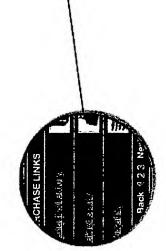
Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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Control Panel for Managing Brand Information Network

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Manage Product Data Links

Brandkey" —

Select Brand Entity : | Configure Control Panel | Manage Product Dis

Standard Demonstration Mod

Configure Control Panel

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

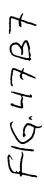
Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.



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Brandkey Create Subsystem

Control Panel for Managing Brand Information Network

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Manage Product Data Links

Select Brand Entity : | Configure Control. Panel | Manage SatiVirials Notice | Satisfactory | Satisfactory | Control of the Co

Standard Demonstration Mode

Set Number of Nodes

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes:

Ω 8 Next

FIG 47B8

http://www.brandkeysystems.com/bk_create/m_control_panel_configure-1.html

Control Panel for Managing Brand Information Network

Manage Product Data Links

Brandkey

Select Brand Entity : | Configure Control Panel | Manage Product Data

Standard Demonstration Mode

Select Node Indices

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the different Indices which you wish to activate for each Node in your Brand Information Networks.

- | Activate Text Support at Node Link-Indexing
- Activate Node Label Font Link-Indexing
- Activate Graphic Image Supported at Node Link-Indexing
- Activate Sound File Supported at Node Link-Indexing
- Activate Pre/Post-Purchase Type Link-Indexing

D

- Activate Brand Identification Link-Indexing
- Activate Purchase Enabling Link-Indexing
- Activate Advertisement/Promotion Link-Indexing
- Activate Brand Value Indication Measurement
- Activate Brand Value Voting Selection

F19, 4789

6/16/2003

Next

http://www.brandkeysystems.com/bk_create/m_control_panel_configure-2.html

Control Panel for Managing Brand Information Network

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Manage Product Data Links

Brandkey.

Select Brand Entity : | Configure Control Panel | Mana Set Number of Nodes 1: Selecti Node Indices 1 Selection Configuration

Standard Demonstration Mod

Select Node Languages

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that Language. To remove a Language, uncheck the checkbox for that Language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Selected Canadian French Portuguese Norwegian Language Brazilian Swedish Austrian Catalan Finnish Selected Language Japanese Spanish Chinese English German French Danish Dutch Italian

Finish

F16, 47810

http://www.brandkeysystems.com/bk_create/m_control_panel_configure-3.html

Control Panel for Managing Brand Information Network

Brandkey*

Brandkey Create Subsystem

Manage Product Data Links Select Brand Entity 1 Configure Control Panel Import Data String Records | Search Manage Data String Records | Credia New Data String Records | Synchronize Data String Records

Standard Demonstration Mode

Manage Product Data Strings

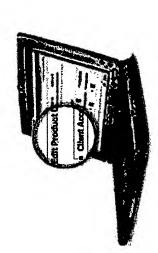
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create interactive Brand information Networks designed to communiceta the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Brandkey

Control Panel for Managing Brand Information Network

Select Brand Entity 4 Configure Control Panel 4 Kanage Product Data Strings Kanage Product Data Links

Mporticate Brand Entity 8earch Manage Data String Records Create New Data String Records Synchronize Data String Records

Standard Demonstration M de

Import Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

F1G, 47 B12

334/939

Brandkey'

Control Panel for Managing Brand Information Network

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tration Mode

Select Brand Entity report Dens String Records (* Society Janes Dens String Records)	igure Control Panel de Manage Product Data Strings Manage Product Strings Kanage Production Control Manage Production Strings	Strings Manage Product Data Links 4 Strings Manage Broduct Data Links 4	
		Standard Demons	ns)
Search for Product Data String Records	Search for Service Data String Records		
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	
Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.	h to View/Edit. You may search by Universal Produ in the text box below, then select the Brandkey Sea	uct Number, Trademark, Product Descriptor, Brand arch Parameters from the dropdown list and click	
Search for Brandkey Data String Record:			
By: Un	Universal Product Number		
Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Bra Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.	n to View/Edit. You may search by Universal Servic in the text box below, then select the Brandkey Sea	Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.	
Search for Brandkey Data String Record:			
יט יט	Universal Service Number 😅		

Search

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Standard Demonstration Mode

Select Product Data String Record

F16. 47B13

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

Client Account No: 7145001

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User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Cilent Account: DISNEY

Product Name	Trek® Cycles 2002	Jaz® Discs 2002	Gatorade USA 2002	Just Do It	Trek® Cycles 2002
Brand Entity Name	Trek, lnk	lomega	Gatorade	Nike	Trek, ink
Universal Product Number	9909930-00939	9909930-00939	390 <u>9930-00939</u>	909930-00939	<u>3509930-00939</u>

44| 4 Back 12345 Next | | >>

Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Service Name	Trek® Cycles 2002	Jaz® Discs 2002	Gatorade USA 2002	Just Do It	Trek® Cycles 2002
Brand Entity Name	Trek, ink	lomega	Gatorade	Nike	Trek, Ink
Universal Service Number	990930-00939	62600-0266066	62600-0266066	62600-0266066	9909930-00939

338/939

44|4Back 12345 Next▶|▶▶

Standard Demonstration Mode

Edit Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to retum to the Search Results.

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

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Universal Product Number Type:	D			
Universal Product Number (UPN):	9909930-00939			
Product Descriptor (PD):	Here will go the Product Description	ription		
Trademarks (TM):	☐ Here will go the Trademark			Here will go the Trademark
		Here will go the Trademark	Trademark	Here will go the Trademark
	Here will go the Trademark			

You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

Universal Service Number Type:	D			
Universal Service Number (USN):	990930-00939			
Service Descriptor (SD):	Here will go the Service Description	Description		
Servicemarks (SM):	Here will go the Servicemark		☐ Here will go the Servicemark	
		Here will go the Servicemark	☐ Here will go the ☐ Servicemark	
	Here will go the Servicemark			

Back Update

FIG YABIS

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

Standard Demonstration Mode

Confirm Service Data String Record. Confirm Product Data String Record

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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Product Number Type

9909930-00939 Universal Product Number (UPN):

Universal Product Number Type:

Here will go the Product Descriptor Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

Your Service Data String Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Service Number Type Universal Service Number Type:

9909930-00939 Universal Service Number (USN):

Here will go the Service Descriptor Service Descriptor (SD):

Servicemarks (SM):

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark

FIG. H7BIGA

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

F16,478168

6/16/2003

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Edit Confirm

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Here will go the Servicemark

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Brandkey Create Subsystem

Brandkey*

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Control Panel for Managing Brand Information Network

Manage Product Data Links

Standard Demonstration M de

		Standard Demonstration
Add New Product Data Strings	Add New Service Data String	
F Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Enter the required Brand-Related Keys (list of Product Data Strings.	(UPN/TM/PD) for the Product Data String Record. Clic	Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your
	ì	
Oniversal Product Number Lype:	D	
Universal Product Number (UPN):		
Product Descriptor (PD):		
Trademarks (TM):		
	Here will go the Trademark	Here will go the Trademark

3A2/939

Here will go the Trademark

☐ Here will go the Trade Mark

Here will go the Trademark

Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:	
Universal Service Number (USN):	
Service Descriptor (SD):	

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_create.html

Here will go the Servicemark

Here will go the Servicemark

Servicemark (SM):

, }

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

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Standard Demonstration Mod

Add New

Confirm New Product Data String | Confirm New Service Data String

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

The new Product Data String Brand-Related Keys (UPN/TM/PD) have been saved. Please review and confirm the Information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type: Universal Product Number Type

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark

Here will go the Trademark

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Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_create.html

5/6/2003

3AA | 939

Edit Confirm

The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Service Number Type Universal Service Number Type:

9909930-00939 Universal Service Number (USN):

Here will go the Service Descriptor Service Descriptor (SD):

Servicemark (SM):

Here will go the Servicemark

FIG. 47B19

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Brandkey Create Subsystem

Control Panel for Managing Brand Information Network

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Kanage Product Data Links Select Brand Entity Configure Control Panel Chromasyer recovers.

Import Deta String Records (Search Memage Data String Records (Synchron 25) 04 12 String R

Standard Demonstration Mod

Synchronize Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_synchronize.html

Control Panel for Managing Brand Information Network

Manage Product Data Links

Search Manage Data Link Records Control Panel : | Manage Product Data St

Standard Demonstration Mode

Manage Product Data Links

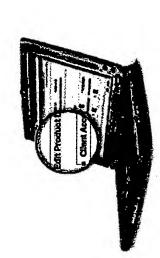
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

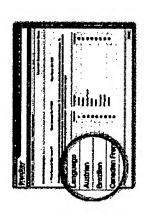
Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.



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tion Mode

select Brand Entity	Configure Control Panel	Panel	Manage Product Data Strings	trings 4	Manage Product Data Links	
rearch/Menago Data Link Records	de Create New Data Link Records	Link Records			Standard	Standard Demonstrat
Search for Product Data String Records		Search for Service	Search for Service Data String Records			
Client Account: DISNEY		Cilent Account No: 7145001	145001	User Name: John Smith	lohn Smith	
Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.	ig Record whose reli Brand Entity Name, d then click Search to	ated Data Links (URLs) or Product Name. Ente initiate the Product Dat) you wish to View/Edit. Yo r your search criteria in the a String search.	u may search by text box below, a	String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, or, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Relation then cilck Search to initiate the Product Data String search.	bed
Search for Brandkey Data Stri	String Record:					
Ву:	Ş	Universal Product Number	ber 🔀			
Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Sendcemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.	ig Record whose reli Brand Entity Name, ist, and then click Si	ated Data Links (URLs), or Service Name. Enti earch to initiate the Ser	you wish to View/Edit. Yo er your search criteria in th vice Data String search.	u may search by e text box below,	String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, btor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brandwn list, and then click Search to initiate the Service Data String search.	
Search for Brandkey Data Stri	String Record:					

Search

Universal Service Number

9

347/939

Standard Demonstration Mode

Select Service Data String Record Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

| User Name: John Smith

httn://www.brandkevsvstems.com/bk_create/m_control_panel_link_search.html

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>62600-0266066</u>	Trek, lnk	Trek® Cycles 2002
65000-0066066	lomega	Jaz® Discs 2002
<u>8608630-00838</u>	Gatorade	Gatorade USA 2002
<u>6606030-00636</u>	Nike	Just Do It
<u>606600-0066066</u>	Trek, Ink	Trek® Cycles 2002

44|4Back 12345 Next▶|▶▶

Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	lomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
<u>6560636</u>	Trek, lnk	Trek® Cycles 2002

44|4Back 12345 Next▶|▶▶

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6/16/2003

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search.html

Control Panel for Managing Brand Information Network

Manage Product Data Links

Manage Product Data Strings Create New Date Unkinecords Configure Control Panel Search/Managologicalists Brandkey Select Brand Entity

Standard Demonstration Mode

Edit the Service Data Link Record Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

9909930-00939 Universal Service Number (USN):

Service Descriptor (SD)

Here will go the Service Descriptor

Servicemark (SM):

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-active.html

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Here wil	Here will go the Servicemark	M	Here will go the Servicemark
		Here will go the Servicemark	Here will go the Servicemark
Here will	Here will go the Servicemark		
ACTIVE	All Active Links	All Inactive Links	All Links
URL at Node:			
Text at Node:			
Node Label:			
Graphic Image Supported at Node:			Biowra .
Sound File Supported at Node:			. මුලාලා
Type of Purchase Link:	O Pre-Purchase	O Pre-Purchase Link O Post-Purchase Link	
Index as Brand Entity Link:	O Yes	2 0	
Index as Purchase Enabling Link:	O Yes	ş O	
Index as Advertisement/Promotional Link:	O Advertisement	O Promotion	
Enable Advertisement/Promotion Spot Selection:	O Advertisement O Promotion	C Promotion	
Data Link Languages:	☐ English	Spanish French	German Japanese
	Dutch	Italian Chinese	Danish Austrian
	Brazilian	Canadian French Catalan	Finnish Norwegian
		TO'T	F19,47824B

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-active.html

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Update *** ** 44|48ack 12345 Next▶|▶▶ ջ 0 ջ () Portuguese Swedish O Yes ⊗ Yes Brand Value Indication Measurement: Enable Brand Value Voting: Active Node:)

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Brandkey Create Subsystem

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-active.html

Manage Product Data Strings

Manage Product Dats Links

Control Panel for Managing Brand

Brandkey

Select Brand Entity Search/Menogo Date

Orasia New Data Link Records Configure Control Panel

Standard Demonstration Mod

Edit the Service Data Link Record Edit the Product Data Link Record

User Name: John Smith Client Account No: 7145001 Client Account: DISNEY

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Sassociated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

9909930-00939 Universal Product Number (UPN): Here will go the Product Descriptor Product Descriptor (PD):

Trademark (TM):

Here will go the Trademark

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Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Here will go the Service Descriptor Service Descriptor (SD):

9909930-00939

Universal Service Number (USN):

Servicemark (SM):

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-inactive.html

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark

ACIVE	All Act	All ACGVE LINKS		All macuve cinks	HIN HIN	AU LINKS	
URL at Node:							
Text at Node:							
Node Label:							
Graphic Image Supported at Node:					Evenuse	X8	
Sound File Supported at Node:				Non-vicential des	Dowse	·	
Type of Purchase Link:	O Pre-F	urchase Li	O ¥	O Pre-Purchase Link O Post-Purchase Link			
Index as Brand Entity Link:	O Yes		0	ON.			
Index as Purchase Enabling Link:	O Yes		ջ ⊙	Q			
Index as Advertisement/Promotional Link:	O Adve	O Advertisement	O	O Promotion			
Enable Advertisement/Promotion Spot Selection:	O Adve	O Advertisement O Promotion	0	romotion			
Data Link Languages:	English		Spanish	French	German	Japanese	
	Dutch	Italian	Ilan	Chinese	Danish	M Austrian	
				(

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-inactive.html

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-inactive.html

Control Panel for Managing Brand Information Network

Manage Product Data Links Manage Product Data Strings Search/Manage Data Link Records 12 Creats New Data Link Records Configure Control Panel Brandkey Select Brand Entity

Standard Demonstration Mod

Edit the Service Data Link Record Edit the Product Data Link Record

Client Account: DISNEY

User Name: John Smith

Client Account No: 7145001

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

9909930-00939 Universal Product Number (UPN):

Here will go the Product Descriptor Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Glick Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

65600-0566066 Universal Service Number (USN): Here will go the Service Descriptor Service Descriptor (SD):

Servicemark (SM):

Here will go the Servicemark

Here will go the Servicemark

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-active.html

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Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark

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44|4Back 12345 Next▶|▶▶

Back Next

Active All Inactive Links Set ALL ACTIVE LINKS here will go the text at node Text at Node ₹ http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html Select Node Label Language: URL at Node

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-active.html

Brandkey

Brandkey Create Subsystem

Search Renage Data Link Records (Create New Data Link Records) Configure Control Panel Select Brand Entity

Manage Product Data Strings

: | Manage Product Data Links

Standard Demonstration Mod

Edit the Service Data Link Record Edit the Product Data Link Record

Client Account: DISNEY L = J

Client Account No: 7145001

User Name: John Smith

Below is a list of all the inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

6600-066066 Universal Product Number (UPN):

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark

Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

6600-066066 Universal Service Number (USN): Here will go the Service Descriptor

Servicemark (SM):

Service Descriptor (SD)

FIG. 49 B24I

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-inactive.html

Back Next

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Brandkey Create Subsystem

Update Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark ALL INACTIVE LINKS 44|4Back 12345 Rext▶|▶▶ Set All Active Links here will go the text at node Here will go the Servicemark Here will go the Servicemark Text at Node ₹ http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html Select Data Link Language: **URL** at Node

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-inactive.html

Control Panel for Managing Brand Information Network

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Brandkey

Search/Ranage Date Link/Records / Crean New Date Link/Records Configure Control Panel

Select Brand Entity

Kanage Product Data Links Manage Product Data Strings Standard Demonstration Mod

Edit the Product Data Link Record

Edit the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

990930-00939 Universal Product Number (UPN): Here will go the Product Descriptor Product Descriptor (PD):

Trademark (TM):

Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

65600-0566066 Universal Service Number (USN):

Service Descriptor (SD):

Here will go the Service Descriptor

FIG. 47824 K

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-links.html

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Page 2 of 2

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	Here will go the Servicemark	Here will go the Servicemark		ALL LINKS		Active	>		5	D	Update
)		Here will go the Servicemark		All Inactive Links	4						
	Here will go the Servicemark		Here will go the Servicemark	All Active Links	All	Text at Node	here will go the text at node	here will go the text at node	here will go the text at node	here will go the text at node	
				Inactive	k Language:		http://www.nike.com/sneakers/pump-air.html	http://www.nike.com/sneakers/pump-air.html	http://www.nike.com/sneakers/pump-air.html	http://www.nike.com/sneakers/pump-air.html	
)	Servicemark (SM).			Active	Select Data Link Language:	 URL at Node	http://www.nike.co	http://www.nike.co	http://www.nike.co	http://www.nike,co	

FIG. 47B24L

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-links.html

Control Panel for Managing Brand Information Network

Brandkey

Select Brand Entity < | Configure Control Panel Search/Manage Dita Ent/Records | "Oreste New Data Unit Records

/ Manage Product Data Links

Standard Demonstration Mod

Select the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Brand Information Network Display Schema:

 Pre/Post Purchase Display Schema

O Simplex Display Schema

O Complex Display Schema

361/939

Back Next

FIG. 47 BZYM

Control Panel for Managing Brand Information Network

· | Manage Product Data Links

Brandkey.

Select Brand Entity 4 Configure Control Panel 4 Manage Product Data Strings Safred International Product Data Strings

Standard Demonstration Mod

Customize the Display Schema

E Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

1>

Background Image:

1>

Node Label Font:

Node Label Font Color:

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Back Next

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-active-3a.html

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Control Panel for Managing Brand Information Network

Brandkey

Select Brand Entity

Select Brand Entity

Select Brand Entity

Select Brand Entity

ata Strings 💮 🔞 Kanage Product Data Links

Standard Demonstration Mod

Confirm the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

Edit Confirm

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Control Panel for Managing Brand Information Network

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Search/Manage Data Link/Records (Credits/New Contains NRScords) Configure Control Panel Select Brand Entity

Manage Product Data Strings

< | Manage Product Data Links

Standard Demonstration M d

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Search for Service Data String Records Search for Product Data String Records

Cilent Account No: 7145001

Client Account: DISNEY

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

User Name: John Smith

Search for Brandkey Data String Record:

<u>ж</u>

Universal Product Number

Search for Service Data String Records

Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

B ::

Universal Service Number 😴

Search

Standard Demonstration Mod

Select Product Data String Record

Select Service Data String Record

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

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Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, lnk	Trek® Cycles 2002
9909930-00939	lomega	Jaz® Discs 2002
<u> 9909930-00939</u>	Gatorade	Gatorade USA 2002
<u> </u>	Nike	Just Do It
<u>86600-0286666</u>	Trek, Ink	Trek® Cycles 2002

44 | 4 Back 12345 Rext▶ | ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

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44 | 4 Back 12345 Next ▶ | ▶ ▶

Standard Demonstration Mode

		luct Data
	User Name: John Smith	v Product Data Link Record for the selected Proc
Editifie Service Data Link Record	Client Account No: 7145001	Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.
Edit the Product Data Link Record Edit the Service Data Link Record	F Client Account: DISNEY	Enter the required information for the new Pr. String.

F16.47B2S http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

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User Name: John Smith Client Account No: 7145001 Client Account: DISNEY Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Product Name	Trek® Cycles 2002	Jaz® Discs 2002	Gatorade USA 2002	Just Do it	Trek® Cycles 2002
Brand Entity Name	Trek, lnk	lomega	Gatorade	Nike	Trek, Ink
Universal Product Number	68600-0866066	62600-0266066	62600-0266066	62600-0266066	6800-0866066

44|4Back 12345 #ext▶|▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Service Name	Trek® Cycles 2002	Jaz® Discs 2002	Gatorade USA 2002	Just Do It	Trek® Cycles 2002	
Brand Entity Name	Trek, ink	lomega	Gatorade	Nike	Trek, Ink	44 4Back 12345 Next▶ ▶▶
Universal Service Number	9909930-00939	<u> 6606030-00636</u>	<u> 6600-00666</u>	<u>6600-0066066</u>	<u>68600-086066</u>	

Standard Demonstration Mode

Edit the Service Data Link Record Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data F16, 47 B25

http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

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randkey
Brandkey

9909930-00939 Universal Product Number (UPN): Product Description (PD):

Here will go the Product Description

Here will go the Trademark

Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the indicated Service Data String.

9909930-00939 Universal Service Number (USN):

Here will go the Service Description Service Description (SD):

Servicemark (SM):

Here will go the Servicemark

Here will go the Servicemarkk

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

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Trade Mark (TM):

Here will go the Trademark

String.

Text at Node:

URL at Node:

Node Label:

Brandkey Create Subsystem

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Graphic Image Supported at Node:			Srowse.
Sound File Supported at Node:		, eamere	
Type of Purchase Link:	O Pre-Purcha	O Pre-Purchase Link O Post-Purchase Link	
Index as Brand Entity Link:	O Yes	° O	
Index as Purchase Enabilng Link:	O Yes	°R O	
Index as Advertisement/Promotion Link:	O Advertisement	ent O Promotion	
Enable Advertisement/Promotion Spot Selection:	O Advertisement	ent O Promotion	
Data Link Language:	English	Spanlsh French Ge	German Japanese
	Dutch	Italian Chinese Danish	anish Austrian
	Brazilian	Canadian French T Catalan	Finnish Norwegian
	Portuguese M Swedish	Swedish	
Enable Brand Value Voting:	O Yes	& O	
Active Node:	⊙ Yes	% O	

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

Home | About Us | Investors | Carears | Site Map | Contact Us | Help | Login

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http://www.brandkeysystems.com/bk_create/index_brand_building.html

Brandkey Create Subsystem

4 Brandkey promote Brandkey Create Subsystem Benefits | Brand Information Network Management Suite | Brand Billiding Web Resources Hording Suite d Brandkey advertise Brandkey deliver Brandkey create Brandkcy systems

Launch Control Panel for Hosting Brand Building Web Rasources

Brand Building Web Resources Hosting Suite - Standard Demonstration Mode

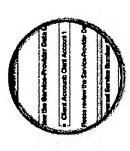
F Client Account: DISNEY

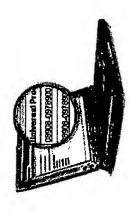
User Name: John Smith

Client Account No: 7145001

View Branded Products, Services, and Branded Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.





Manage Brand Building Resources

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Brandkey

Select Brand Entity

Control Panel for Hosting Brand Building Web Resources

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Standard Demonstration Mode

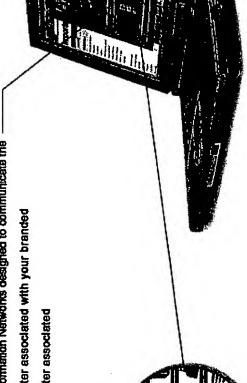
C ntrol Panel for Hosting Brand Building Web Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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6/16/2003

Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

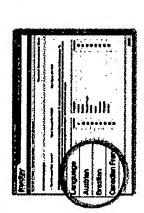
Manage Branded Products and Services

Create interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.



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Brandkey* Select Brand Enlisy Salectier and Enlisy Standard Demonstration Mod

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity: Brand Entity 1

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Select

http://www.brandkeysystems.com/bk_create/a_control_panel_select-entity-1.html

Brandkey Create Subsystem

Brandkey
select Brand Entiry
Select Brand Entiry

Control Panel for Hosting Brand Building Web Resources

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Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Continue

FIG. 47CS

Brandkey

Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Manage Product Data Links

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Manage Information Resources

Standard Demonstration Mode

C ntrol Panel for Hosting Brand Building Web Resources

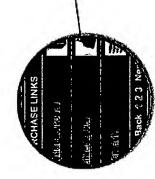
F Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate the essential value and character associated with your branded

essential value and character associated essential value and.





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Brandkey*

Select Brand Entity 4

Control Panel for Hosting Brand Building

Standard Demonstration Mode

Manage Product Data Strings

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

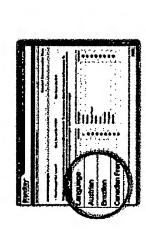
Manage Branded Products and Services

Create interactive Brand Information Networks designed to communicate

the essential value and character.

Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



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Control Panel for Hosting Brand Building Web Resources

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Manage Product Data Strings

Search/View.Counting Franco.com

Select Brand Entity

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Manage Preduct Data Links

Manage Information Resources

Standard Demonstration Mode

Search for Product Data String Records

Search for Selvice Data String Records

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number 👨

Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

3/6/939

Search for Brandkey Data String Record:

By: Universal Service Number 💌

Search

Standard Demonstration Mode

Select Product Data/Strang/Record

Select Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html

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Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
62600-0266066	Brand Entity Name	Trek® Cycles 2002
<u> 9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u> 66600-0686066</u>	Brand Entity Name	Gatorade USA 2002
<u> 62600-0266066</u>	Brand Entity Name	Just Do It
62600-0286066	Brand Entity Name	Trek® Cycles 2002

44|4Back 12345 Next | | > >

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
62600-0266066	Brand Entity Name	Trek® Cycles 2002
62600 - 0266066	Brand Entity Name	Jaz® Discs 2002
62600 . 0266066	Brand Entity Name	Gatorade USA 2002
<u>62600-0266066</u>	Brand Entity Name	Just Do It
<u>62600-0266066</u>	Brand Entity Name	Trek® Cycles 2002

44|4Back 12345 Next | | >

Standard Demonstration Mode

View the Product Data String Record. View the Service Data String Record.

Client Account: DISNEY

Cilent Account No: 7145001

Please review the Product Data String Information. Click continue to return to the search results page.

User Name: John Smith

FIG. 47C9

http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html

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Brandbey Create Subsystem

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Continue

 Universal Product Number (UPN):
 9909930-00939

 Product Description (PD):
 Here will go the Product Description

 Trademarks (TM):
 Here will go the Trademark

 Here will go the Trademark
 Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

Please review the Service Data String Information. Click continue to return to the search results page.

Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark Here will go the Service Description Here will go the Servicemark 9909930-00939 Universal Service Number (USN): Service Description (SD): Servicemark (SM):

Here will go the Servicemark

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Brandkey*

Control Panel for Hosting Brand Building Web Resources

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Manage Information Resources

Select Brand Entity 4 | Manage Pro Search/View Data Link Records Standard Demonstration Mode

Manage Product Data Links

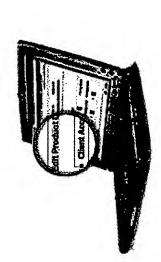
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

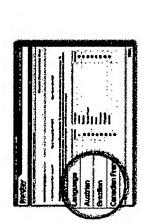
Manage Branded Products and Services

Create interactive Brand information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



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Control Panel for Hosting Brand Building Web Resources

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(coate)						
Select Brand Entity	Manage Product (oduct Data Strings	Manage Product Date Links		Manage Information Resources	
Search View Devaluation in the contract					Standard Demonstration Mode	stration Mode
Searth for Product Data String Records	ring Records	Search for Sei	Search for Service Data String Records	1 (**3		
F Client Account: DISNEY		Client Account No: 7145001	Vo: 7145001	User Name: John Smith	John Smith	
Search for the Product Data String Record whose related Data Links (URLs) you wish to Vie Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search crit Key from the dropdown list, and then click Search to initiate the Product Data String search.	ing Record whose re Brand Entity Name, I then click Search to	ilated Data Links (L or Product Name.	Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Bra Key from the dropdown list, and then click Search to initiate the Product Data String search.	search by Univixt box below,	tose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related arch to initiate the Product Data String search.	

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

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By: Universal Product Number

Search for Product Data String Record:

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Search for Service Data String Record:

By: Universal Service Number

Search

Standard Demonstration Mode

Select Product Data String Record

Select Service Data String Record

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search.html

Brandkey Create Subsystem

User Name: John Smith Client Account No: 7145001 Client Account: DISNEY Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>660600-0666666</u>	Brand Entity Name	Trek® Cycles 2002
<u>86600-0066066</u>	Brand Entity Name	Jaz® Discs 2002
<u> 686600-00636</u>	Brand Entity Name	Gatorade USA 2002
<u>65600-0266066</u>	Brand Entity Name	Just Do It
65600-0266066	Brand Entity Name	Trek® Cycles 2002

44 | 4 Back 12345 Rext ▶ | ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>8600-300-00838</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
62600-0266666	Brand Entity Name	Just Do It
<u> 6606-36-00838</u>	Brand Entity Name	Trek® Cycles 2002

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Brandkey

Control Panel for Hosting Brand Building Web Resources

Manage Product Data Strings Saarch View Date (In the cortis

Select Brand Entity

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

View the Service Data Link Record View the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Back (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product

9909930-00939 Universal Product Number (UPN):

Here will go the Product Description Product Descriptor (PD):

Trademark (TM):

Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs). (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

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All Links All Inactive Links All Active Links ACTIVE

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Post-Purchase Link Pre-Purchase Link Type of Purchase Link:

Yes

Index as Purchase Enabling Link:

Index as Brand Entity Link:

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Yes

index as Advertisement/Promotional Link:

Promotion

Advertisement

Promotion

Advertisement Enable Advertisement/Promotion Spot Selection:

Node Label Languages:

Finnish Danish Chinese Catalan Canadian French Swedish

Portuguese

Brazilian

Norwegian

Japanese Austrian

German

French

Spanish Italian

🗸 English Dutch F16,47513C

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-active.html

Back Next

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)	o Z	‡	S S
		Yes	•	Yes
Brandkey Create Subsystem	}	Enable Brand Value Voting:	Brand Value Indication Measurement:	Active Node:

44|4Back 12345 NextF|FF

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Brandkey

Select Brand Entity

Control Panel for Hosting Brand Building Web Resources

Manage Information Resources Manage Product Data Links

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Standard Demonstration Mod

Search/View Data Uningreconder

View the Service Dats Link Record

View the Product Data Link Record Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Back (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to selected Product a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product

9909930-00939 Universal Product Number (UPN):

Here will go the Product Description Product Descriptor (PD):

Here will go the Trademark

Trademark (TM):

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

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Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

9909930-00939 Universal Service Number (USN):

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

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Here will go the Servicemark

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Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark

All Inactive Links

All Active Links

Activo

URL at Node:

Text at Node:

Node Label:

http://www.nlke.com/sneakers.html

Text at Node

Node Label

Graphic Image Supported at Node:

Sound File Supported at Node:

Node Label

Node Label Geometry: square

Arial Node Label Font:

Node Label Font Color: Black

Pre-Purchase Link

Yes

Type of Purchase Link:

Index as Brand Entity Link:

Index as Supply Channel Related Link:

Yes

Index as Advertise/Promote Link:

Advertisement

Enable Brand Value Voting:

Brand Value Indicator Scale:

Yes

Active Node:

Background Color

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Background Image

Background Sound

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-inactive.html

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if Pre-Post Purchase Pre-Post Purchase Complex Simplex view view view Industry-Specific Virtual Klosks Deploy Schema Product-Specific Virtual Kiosks Deploy Schema Vendor-Specific Virtual Kiosks Deploy Schema Retaller-Specific Virtual Kiosks Deploy Schema Black

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Brandkey Create Subsystem

http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-inactive.html

Control Panel for Hosting Brand Building

Brandkey

Seerch/View Data Link Recontage

Select Brand Entity

Manage Product Data Links

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Standard Demonstration Mode

View the Service Data Link Record View the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark

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Here will go the Trademark

Rext ▶ ▶ 44| 4 Back 123 Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

9909930-00939 Universal Product Number (UPN):

Here will go the Service Description Product Description (PD):

Servicemark (SM):

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here will go the text at node here will go the text at node

http://www.nike.com/sneakers/pump-air.html

http://www.nike.com/sneakers/pump-air.html

Brandkey Create Subsystem

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-active.html

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

BearchView Deck/Link/Records Brandkey

4 Manage Product Data Links

Manage Information Resources

Standard Demonstration Mod

View the Product Data Link Record View the Service Data Link Record

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

9909930-00939 Universal Product Number (UPN): Here will go the Product Description Product Description (PD):

Trademark (TM):

Here will go the Trademark

44| 4Back 123 Rext | | >

Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

9909930-00939 Universal Product Number (UPN):

Here will go the Service Description Product Description (PD):

Servicemark (SM):

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-inactive.html

Here will go the Servicemark

Here will go the Servicemark

Brandkey Create Subsystem

Here will go the Servicemark Here will go the Servicemark

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Here will go the Servicemark

ALL INACTIVE LINKS

All Active Links

	Active	×	
			≜
All Set	Text at Node here will go the text at node	here will go the text at node here will go the text at node here will go the text at node here will go the text at node	44 4 Back 12345 Rext ▶ ▶▶
Select Brand Link Language:	URL at Node http://www.nike.com/sneakers/pump-alr.html	http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html	

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http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-inactive.html

Manage Information Resources

Control Panel for Hosting Brand Building Web Resources

Search/View Detailink Recorder

Manage Product Data Links

Manage Product Data Strings

Brandkey

Select Brand Entity

Standard Demonstration Mod

View the Service Dats Link Record View the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

9909930-00939 Universal Product Number (UPN): Here will go the Product Descriptor Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

392/939

Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

9909930-00939 Universal Service Number (USN): Here will go the Service Descriptor Service Descriptor (SD):

Servicemark (SM):

Here will go the Servicemark

Here will go the Servicemark

FIG. 47 C131

http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-links.html

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44|4Back 12345 Next*|*

Active Here will go the Servicemark Here will go the Servicemark ALL LINKS All Inactive Links <-- Set All Active Links here will go the text at node Here will go the Servicemark Text at Node ₹ http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html Select Brand Link Language: **URL** at Node

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Control Panel for Hosting Brand Building Web Resources

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t Data Strings 4 | Manage Product Data Links

s : | Manage Information Resources

Select Brand Entity (Manage Produc Search/Manage (mormation) Resource/Records Standard Demonstration Mode

Manage Information Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: C.125

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Control Panel for Hosting Brand Building Web Resources

Brandkey

Select Brand Entity

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mod

Seerch/Manage Informati

Search for Service Data String Records Search for Product Data String Records

Client Account No: 7145001

Client Account: DISNEY

User Name: John Smith

Search for the Product Data String Record whose related Product Information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

D By: Universal Product Number Search for Brandkey Data String Record:

Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

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By: Universal Service Number Search for Brandkey Data String Record:

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Search.

Standard Demonstration Mode

Select Service Data String Record Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

FIG. 47CIS User Name: John Smith

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search.html

Universal Product Number	Brand Entity Name	Product Name
08908-0978900	Brand entity name	Product Name
<u>08908-0978901</u>	Brand entity name	Product Name
<u>08908-0978902</u>	Brand entity name	Product Name
<u>08908-0978903</u>	Brand entity name	Product Name
<u>08908-0978904</u>	Brand entity name	Product Name

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Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
08908-0978900	Brand entity name	Service Name
08908-0978901	Brand entity name	Service Name
<u>08908-0978902</u>	Brand entity name	Service Name
08908-0978903	Brand entity name	Service Name
<u>98908-0976904</u>	Brand entity name	Service Name

44 | 4 Back 12345 Wext▶ | ▶▶

FIG. 47CIBA

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Control Panel for Hosting Brand Building Web Resources

Brandkey"

Select Brand Entity

🐠 | Manage Information Resources

Standard Demonstration Mod

Search/Manage Information Resource/Records

Select Product Information Resource Record Select Service Information Resource Record

Client Account: DISNEY Client Account No: 7145001

No: 7145001 User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

Upload Date 11/20/02 12/09/02 11/20/02 12/09/02 09/05/02 Node Label Node Label Node Label Node Label Node Label Node Label http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html

44|4Back 12345 Kext | | >

Back Add New Information Resource

FIG. 47C 16B

Brandkey

Control Panel for Hosting Brand Building Web Resources

Select Brand Entity · | Manage Pro Search/Manage/Inforthation/Resource/Resolute

1 | Manage Information Resources

Standard Demonstration Mode

Edit Product Information Resource Record | Edit Service Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:

Information Resource

Browse Browse.

> Information Resource Information Resource Product/Service Information Resource Supporting Files to Upload:

Information Resource

Information Resource

Date Product/Service Information Resource was Created:

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

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Update Add New

Standard Demonstration Mode

Confirm Product Information Resource Record Confirm Service Information Resource Record

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

101747,21190

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-url.html

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Brandkey Create Subsystem

The Product Information Resource has been Uploaded. Please review and confirm the information below. If any Information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Product/Service Information Resource File to Upload:

Information Resource

Information Resource Information Resource Product/Service Information Resource Supporting Files to Upload: Product/Service Information Resource Creator/Author:

Information Resource Product/Service Information Resource Owner:

Date Product/Service Information Resource was Created:

Information Resource

Edit Confirm

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FIG. 47C16D

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-url.html

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Control Panel for Hosting Brand Building Web Resources

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Manage Product Data Strings

Standard Demonstration Mode

Select Brand Entity	A Manage Product Data Strings	¥	Manage Product Data Links	7	N.a
Scorch Monaco Information Bus	Corres Records				

Update Product Information Resource Record | Update Service Information Resource Record

Cilent Account No: 7145001	_
Client Account: DISNEY	

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload:	
Information Resource Supporting Files to Upload:	
Information Resource Creator/Author:	
Information Resource Owner:	
Date Created:	

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Add

FIG. 47 CIGE

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-add.html

6/18/2003

Brandkey Deliver Subsystem

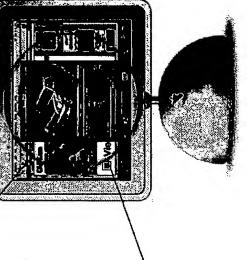
Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login Brandkoy, Dediver, Suboystem Benefits | Virtual Kloak Generation Sulte | Virtual Kloak Installation Suite Brandkey create Brandkey systems

Multimode Virtual Kiosks --

* Brandkey Deliver **Tutorials**

Deliver Multimode Virtual Klosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.





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Brandkey Deliver Subsystem

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Brandkey advertise Brandko, 10 diversioner in the first of the Kontant of South South Brandkey deliver Brandkey creato Brandkey systems

Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

* Brand Managers

Advertising Agents

Promotional Agents

Full Service Agents

Marketing Consultants

* Brand Consultants

Trademark Attorneys

The Brandkey Deliver^{7M} Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey^{7M} Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

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Brandkey

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey promote 7 Brandkey advertise Brandkey Defiver Subsystem Benefits (AVECES Klos) Ceneration Suite | Virtual Klosk Installation Suite Brandkey deliver Brandkey create Brandkey systems

Virtual Kiosk Generation Suite - Standard Demonstration Mode

User Name: John Smith

Launch Control Panel Product-Specific for Generating Virtual Klosks E Client Account: DISNEY - Launch Control Panel for Generating Service-Specific Virtual Kiosks

· Launch Control Panel Vendor-Specific for Generating Virtual Kiosks

the essential value and character.

Specific Virtual Klosks Launch Control Panel for Generating Service-Provider-

· Launch Control Panel for Generating Retailer-Specific Virtual Klosks

Launch Control Panel for Generating Industry-Specific Virtual Kiosks · Launch Control Panel for Generating Corporate-Specific Virtual Klosks

Create Interactive Brand Information Networks designed to comm. Cilent Account No: 7145001 Configure Multi-Mode Virtual Kiosks

Client Account Cleri Account 1

L'Allowed Retailers

You have permitted the following Righter from the first plan und Righters to this list.

Customize Multi-Mode Virtual Kiosks

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Create interactive Brand Information Networks more

designed to communicate the essential value and character more.



designed to communicate the essential value and character.

Create Interactive Brand Information Networks

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Deploy Multi-Mode Virtual Klosks

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Brandkey Deliver Subsystem

Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiasks

Standard Demonstration Mod

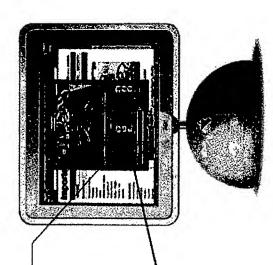
Control Panel for Generating Product-Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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TEA S, FILE

FIG. 48BZ

Brandkey*

Brandkey Deliver Subsystem

Control Panel for Generaling Product-Specific (P-S) Virtual Klosks

Modify P-S Virtual Kloaks 4 Deptay P-S Virtual Kloaks 4 Activate P-S Virtual Kloaks Configure P-S Virtusi Kiosks | Create P-S Virtusi Kiosks 4 | Modify P-S Virtusi Kiosks 4 | Deptoy P-S V Set Standard Configuration 1: Set Villowed Retailers 1: Set Forbidden Domains Standard Demonstration Mode

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

O Yes

.° 2

Do you wish to allow installation of Product-Specific Virtual Klosks by Consumers?

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FIG. 48B3

http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure.html

5/6/2003

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

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Set Standard Coinfiguration : | Set Allowed Retails | Set Allowed Industrialists | | Set Forbidden Domains

Create P-S Virtual Kiosks

Configure P-S Virtua! Kiosks

Brandkey.

Standard Demonstration Mode d Deploy P-S Virtual Kiosks of Activate P-S Virtual Kiosks

User Name: John Smith

Cilent Account No: 7145001

Client Account: DISNEY

Set Allowed Retailers

You have permitted the following Retailers to install Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Active					
Country	Country 1	Country 2	Country 3	Country 4	Country 5
Zip/Postal Code	Zip/Postal Code 1	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Zip/Postal Code 5
State	State 1	State 2	State 3	State 4	State 5
City	City 1	City 2	City 3	City 4	City 5
Retailer Name	Retailer Name 1	Retailer Name 2	Retailer Name 3	Retailer Name 4	Retailer Name 5

44| 4 Back 12345 Next▶|▶▶

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Next Back Add Retailers

Brandkey*

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

1 Deptoy P-S Virtual Kiosks 4 Activate P-S Virtual Kiosks Set Standard Configuration : | Set All Official Retail Way | Set All Owerd Industrialists | Set Forbidden Domains Create P-S Virtual Configure P-S Virtus) Kiasks

Standard Demonstration Mode

Search for Retailers

E Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zlp/Postal Code and Country. Click Search to initiate the Retailer Search.

		0		United States
Retailer Name:	City:	State:	Zip/Postal Code:	Country:

Back Search

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Brandkey.

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

1 Deptoy P-S Virtual Kiosks 4 Activata P-S Virtual Kiosks Configure P.S Virtual Kinsks 8st Standard Configuration

Standard Demonstration Mod

	Selection of the Contraction of	Standard D
Select Retailers		
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
The following Retailers matched your Se Klosks associated with your Client Accou	The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer t Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search	The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Klosks associated with your Client Account Cliek Navi to save your changes. Cliek Back to redo your search

City	State	Zip/Postal Code	Country	Add Retailer
Norwalk	Connecticut	06903	United States	
Stamford	Connecticut	06903	United States	
New York	New York	06903	United States	
Norwalk	Connecticut	06903	United States	
Stamford	Connecticut	06903	United States	
	44 4 Back 1	12345 Wextb bb		

Retaller Name Retaller Name

Retailer Name

Retailer Name

Retailer Name

Retailer Name

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Back Next

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Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

)

4 Deploy P-S Virtual Kiosks 4 Activate P-S Virtual Kiosks Set Standard Configuration | Set/Allowed Retailers | Set/AllowedIndustrialsts | Set Forbidden Domains Create P-S Virtual Kiosks Configure P-S Virtus) Kiosks

Standard Demonstration Mode

Set Allowed Industrialists

User Name: John Smith Client Account No: 7145001 Client Account: DISNEY You have permitted the following Industrialists to install Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Active					
Country	Country 1	Country 2	Country 3	Country 4	Country 5
	- -	8	က	4	S
Zip/Postal Code	Zip/Postal Code	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Zip/Postal Code 5
I/diZ	Zip/F	Zip/F	Zip/F	Zip/F	Zip/F
State	State 1	State 2	State 3	State 4	State 5
City	Clty 1	City 2	City 3	City 4	City 5
υ	O	O	O	O	O
st Name	t Name 1	t Name 2	t Name 3	t Name 4	t Name 5
Industrialist Name	Industrialist Name	Industrialist Name 2	Industrialist Name 3	Industrialist Name	Industrialist Name

Rext ▶ ▶

44 | 4 Back 12345

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Back Add Industrialist Next

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Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

)

Modify P-S Virtual Kloska - 1 Deptcy P-S Virtual Klosks - 4 Activate P-S Virtual Klosks Ndustrialists 1. Set Forbidden Domeins Configure P-S Virtue Krasks Create P-S Virtual Set Standard Configuration (** Set Allowed Rehalfers Standard Demonstration Mod

Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

		D		Country: United States 🗢
Industrialist Name:	City:	State:	Zip/Postal Code:	Country:

Back Search

FIG. 48B8

Brandkey*

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Modify P.S Virtual Kioaka 🕠 Deploy P.S Virtual Kioaka 🕓 Activate P.S Virtual Kioaks Create P-S Virtual Kioska 1 Configure P-S Virtus Kiosks Create P-S Virtual Kio Set Standard Configuration Set Villowed Refallers

Standard Demonstration Mode

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search. User Name: John Smith Set Allowed Industrialists. | Set Forbidden Domains Client Account No: 7145001 Client Account: DISNEY Select Industrialists

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	
Industrialist Name	Stamford	Connecticut	06903	United States	
Industrialist Name	New York	New York	6903	United States	
Industrialist Name	Norwaik	Connecticut	80690	United States	
Industrialist Name	Stamford	Connecticut	06903	United States	

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Back Next

FIG. 48 B9

Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Control Panel for Gene

. ,

4 Deptoy P-S Virtual Kiosks 4 Activate P-S Virtual Kiosks 4 Create P-S Virtual Kioska Configure P-S Virtus! Klosks

Standard Demonstration Mod

Set Forbidden Domains

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

D D D D

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44 | 4 Back 12345 Next | | >

| Back | Add Domain | F | G. 48 B | O |

Finish

http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure-8.html

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Control Panel for Generating Product-Specific (P-S) Virtual Klosks

 \dot{a}

 Deploy P-S Virtual Kiosks (1) Activate P-S Virtual Kiosks (2) Set Allowed Industrialists | Set Forbidden Domains Set Standard Configuration | Set Alkiwed Retailers Configure P-S Virtusi Kiosks Brandkey

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandtamishingwebsite.com.

Root Domain Name:

Back Next

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Next

Brandkey Deliver Subsystem

Brandkey*

Control Panel for Generating Product-Specific (P-S) Virtual Mosks

Configure P-SVirtual Kitask / Create P-SVirtual Kiosks / Modify P-SVirtual Kiosks / Depty P-SVirtual Kiosks / Activate P-SVirtual Kiosks Septimized Virtual Kiosk (F-Confirm Virtual Wash) Confirm Virtual Wash (F-Confirm Virtual Wash)

Standard Demonstration Mode

Set Product-Specific Virtual Klosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Klosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- O Uni-Mode Display comprising: Brand Information Network Display Mode

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-1.html

Brandkey*

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

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Customics Virtual Kinsk | Confirm Virtual Klosk Creetion Deploy P-S Virtual Kiosks < Activate P-S Virtual Kiosks Configure P-SVirtual Kitasks Set Virtual Kloski Display) Mod

Standard Demonstration Mod

Identify the Product Data String Records for which an associated Product-Specific Virtual Klosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

User Name: John Smith

	Universal Product Number
Search Criteria:	Š

Back Search.

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-2.html

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Brandkey.

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks 4 | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks 4 | Deptoy P-S Virtual Kiosks 5 | Activate P-S Virtual Kiosks 8 | Activate P-S Virtual Kiosks 8 | Activate P-S Virtual Kiosks 8 | Activate P-S Virtual Kiosks 9 | Activate P-S Virtual Kiosks 8 | Activate P-S Virtual Kiosks 9 | Activ

)

Standard Demonstration Mod

	*******		Selected					
	User Name: John Smith	.pej	Sei	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.
	Client Account No: 7145001	Strings for which an associated Product-Specific Virtual Kiosk will be created.	Product Descriptor (PD)	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the p product.	Here will go the description of the product.
	Cllent	which an associated Prod	Trade Mark (TM)	Here will go the trade mark				
Select Products	Client Account: DISNEY	Select the Product Data Strings for w	Universal Product Number (UPN) Trade Mark (TM)	9909930-00939	9909930-00939	990930-00939	9909930-00939	9909930-00939

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44| 4 Back 12345 Next▶|▶▶

Back Next

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-3.html

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Control Panel for Generating Product-Specific (P.S) Virtual Kiosks

Configure P-S Virtual Klasks Brandkey* Set Virtual Klosk Display

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- 2	ï
- 3	2
Ç	Q
- 2	2
v	,

	mith		P-S Virtual Klosk Serial Number	0900938-78383	0900938-78383	0900938-78383	0900938-78383	0900938-78383
	User Name: John Smith		P-S Virtual Klosk P. Name Nt	60	60	60	60	60
	Client Account No: 7145001	• created.	Product Descriptor (PD)	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.
fic Virtual Klosks	Cile	Product-Specific Virtual Klosk to be created.	Trademark (TM)	Here will go the trade mark				
Name Product-Specific VED	Client Account: DISNEY	Select a Name for each Product	Universal Product Number (UPN)	9909930-00939	9909930-00939	9909930-00939	9909930-00939	9909930-00939

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ndkey"

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

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Products - I. Name Virtual Klosk | Customica Virtual Kidak III Confirm Virtual Kloak Creation Deploy P.S Virtual Kiosks 4 Activate P.S Virtual Kiosks Create P-S Virtual Kiosks Configure P-S Virtual Klosks 8at Virtual Klosk Display Wode

Standard Demonstration Mode

Customize Product:Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Klosk you wish to Customize by clicking on the Product-Specific Virtual Klosk Name. When you have finished customizing the Product-Specific Virtual Klosks, click the Finish button..

Product-Specific Virtual Klosk Name

Trek® Cycles 2002

Jaz® Discs 2002

6860-06860

Product-Specific Virtual Klosk Serial Number

09890-0995

Gatorade USA 2002

Trek® Cycles 2002

Just Do Itl

09890-1025

44|4Back 12345 Next | | | | | |

Next

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Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

Configure P.S.Virtual Klosks : Create P.S.Virtual Klosks | Modify P.S.Virtual Klosks : Depty P.S.Virtual Klosks | Activate P.S.Virtual Klosks | Activate P.S.Virtual Klosk | Confirm Virtual Klosk | Confirm Virtual Klosk | Confirm Virtual Klosk | Confirm Virtual Klosk Creation

Standard Demonstration Mode

Customize Product: Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Virtual Kiosk

Customization Options

Product Logo:

Browse

1> Geometric Layout: Square

Black Surface Texture:

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1>

square

Button Style Set:

1>

Black

Surface Color:

Black **Button Color Set:**

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Preview

Confirm

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Cancel

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-6.html

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Brandkey Deliver Subsystem

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Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

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Set Virtual Klook Display Mode: - Seerch for Products | Telect Products | Name Virtual Klook | Custombe Virtual Klook | Confirm Virtual Klook | Confir Configure P-S Virtual Kiosks 4 | Create P-S Virtual Kiosks

Standard Demonstration Mode

Confirm Creation of Product Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Klosks. You can now Modify or Deploy these Product-Specific Virtual Klosks.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Klosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383

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Brandkey'

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

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· | Deploy P-S Virtual Kiosks · · | Activata P-S Virtual Kiosks Select Vernal Krosky Modify Virtual Krosk Configure P-S Virtual Kinaks

Standard Demonstration Mod

Select the Product-Specific Virtual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Klosk you wish to Modify by clicking on the Virtual Klosk Name.

Product-Specific Virtual Klosk Name Virtual Klosk name Here will go the description of the product. Here will go the description of the product. Product Descriptor (PD) Here will go the trade mark Trademark (TM) Universal Product Number (UPN) 990930-00939

Here will go the description of the product. Here will go the description of the product.

Virtual Kiosk name

Virtual Klosk name

Virtual Kiosk name

Virtual Kiosk name

Here will go the description of the product. Here will go the description of the product. Here will go the trade Here will go the trade

mark

9909930-00939

9909930-00939

9909930-00939

9909930-00939

mark

Here will go the trade mark

Here will go the description of the product. Here will go the description of the product. Here will go the trade mark

Here will go the description of the product. Here will go the description of the product.

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Deploy P-S Virtual Kiosks 4 Activate P-S Virtual Kiosks

Create P-S Virtual Kioska 4 | Modify P-S Virtual Kioska

Configure P-S Virtual Klosks 4 Select Virtual Klosk 1 (Acciny)(1)

User Name: John Smith

Client Account No: 7145001

Modify the Product Specific Virtual Klosk

Cilent Account: DISNEY

Update the information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Brandkey.

Standard Demonstration Mode

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O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode Mode

O Unl-Mode Display comprising: Brand Information Network Display Mode

Delete this Kiosk

Deployed-Activated

Virtual Klosk Status:

Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Display Mode:

Product Descriptor (PD):

Trademark (TM):

Here will go the Trade Mark

09009876-09

Universal Product Number (UPN):

F19,4802

Back Update

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_modify-2.html

Brandkey Deliver Subsystem

Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

4 | Modify P-S Virtual Klosks Configure P-S Virtual Kitasks of Create P-S Select Virtual Kitokki P-Trodify Virtual (SECTA)

Deptoy P-S Virtual Klosks 4 Activate P-S Virtual Klosks

Standard Demonstration Mod

Modify the Product Spacific VII tual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

09009876-09 Universal Product Number (UPN): Here will go the Trade Mark Trademark (TM):

Here will go the Product Description Product Descriptor (PD):

Product-Specific Virtual Klosk Name: Here will go the Virtual Klosk Name

Trt-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network Virtual Kiosk Mode:

Allow Consumer Installation:

Deployed-Activated

Virtual Klosk Status:

A24/ 939

Sonfirm Edit

F19.48 D3

Brandkey"

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

Deptoy P-S Virtual Kioska 🕠 Activate P-S Virtual Kiosks 🐇 Create P-S Virtual Kioska Configure P-S Virtual Kloaks 4 Create P-Select Virtual Kloak | Nodify Virtual Kloak Standard Demonstration Mode

Modify the Product-Specific Virtual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Trademark (TM): Here will go the Trade Mark

Product Descriptor (PD): Here will go the Product Description

Product-Specific Virtual Klosk Name: Here will go the Virtual Klosk Name

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network Virtual Klosk Mode:

Allow Consumer Installation:

475/93a

dilation.

Deployed-Activated

Virtual Kiosk Status:

Edit. Confirm

F1G, 48D3

Brandkey*

Control Panel for Generating Product Specific (P.S) Virtual Klosks

Modify P-S Virtual Kioska 👊 Deploy P-S Virtual Kioska . | Activate P-S Virtual Kiosks 💈 Specify Virtual February School Virtual Kloston Configure P-S Virtual Kioaks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its
 accompanying Virtual Klosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Klosk from a Word or PDF Document once the Document containg its Virtual Klosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Klosk from any web page once the Image and its accompanying Virtual Klosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Klosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Klosks will be launched:

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- HTML-Encoded Brandkey (TM) Button
- O HTML-Encoded Document
- O HTML-Encoded Image
- O HTML-Encoded Desktop Icon

Next

FIG. 48ET

Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Activate P-S Virtual Klosks Modify P-S Virtual Kloaks -- Dep'cy P-S Virtual Kloaks Standard Demonstration Mode

Select Product Specific Virtual Klosks Configure P-SVirtual Kicaks < Specify Virtual Klooks 1, SGC-20V

User Name: John Smith Here will go the description of the retailer. Here will go the description of the retaller. Client Account No: 7145001 Product-Specific Virtual Klosk Name Select the Product-Specific Virtual Klosk(s) you wish to deploy. Client Account: DISNEY Virtual Klosk ID 9909930-00939 9909930-00939 9909930-00939 9909930-00939 9909930-00939

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44 | 4 Back 12345 Wext > | >>

977/929

Back Next

FIG. 48EZ

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2a.html

Brandkey

Arro/939

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mod Kioska 4 | Deploy P-S Virtual Kioska | Activate P-S Virtual Kiosks Selected User Name: John Smith Canadian French Select the languages in which you wish to deploy the configured Product-Specific Virtual Klosks. Language Portuguese Norwegian Brazillan Austrian Catalan Swedish Finnish Cilent Account No: 7145001 Selected Select Product Specific Virtual Klosk Languages Client Account: DISNEY Specify Virtual Klooks 1, 6886 Configure P.S Virtual Kiasks Language Japanese German Spanish Chinese English French Italian Dutch Danish

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Back Next

Brandkey.

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

Modify P-S Virtual Kioaka 4 Deptay P-S Virtual Kiosks Activate P-S Virtual Kiosks 4 Specify Virtual Klocks 1456 FOLLY FILE INCOKES Depicy Wiftial Klosks Create P-S Virtual Kioska Configure P.S Virtual Kiasks

Standard Demonstration Mod

Create HTML Encoded Document

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

D (c +) m · 等于。通知道, 2000年, 2000年 👋 : 🍇 Normal 🔝 Times New Roman 😅 12 😓 (S) Document Processing Panel 三 回回 年 [1] **₹**% डोडीह ब

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

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Brandkey Deliver Subsystem

Insert Virtual Kiosk Taguiño Loaded Document

Back Import - Create HML-Embedded Document

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

Brandkey*

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

Activate P-S Virtual Kiosks --Modify P-S Virtual Kloaks 4 Deploy P-S Virtual Kloaks Configure P-SVirtual Kiosks C | Create P-SV Specify Virtual Kiocko III (Se) scivy riffell Viorts Standard Demonstration Mod

Select HTML Encoded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- O Adobe PDF Document format

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2d.html

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Activate P-S Virtual Kiosks Modify P-S Virtual Kioaks 🕠 Deploy P-S Virtual Kiosks

Configure P-S Virtual Kloaks : Specify Virtual Kloaks | September |

Brandkey

Standard Demonstration Mod

Select Product-Specific Virtual Klosks

Client Account: DISNEY

Select the Product-Specific Virtual Klosk(s) you wish to deploy.

Client Account No: 7145001

User Name: John Smith

Deploy

Here will go the description of the retailer. Here will go the description of the retailer. Here will go the description of the retailer. Here will go the description of the retailer.

Here will go the description of the retailer.

Product-Specific Virtual Kiosk Name

Virtual Kiosk ID 9909930-00939 9909930-00939 9909930-00939 9909930-00939 9909930-00939

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3a.html

Brandkey

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Activate P-S Virtual Klosks 4 Modify P-S Virtual Kioaka : | Dep'oy P-S Virtual Kioska Configure P-S Virual Klasks Specify Virtual Kloska: IT Saled

Select Product-Specific Virtual Klosk Languages

Standard Demonstration Mode

Client Account: DISNEY	Client Account No: 7145001		User Name: John Smith	
Select the languages in which you wish to deploy the configured Virtual Klosks.	d Virtual Kiosks	٠		
		,		
Language	Selected	Language		Selected
English		Austrian		
		Brazilian		-
Spanish		Canadian French		
French		Catalan		
German		Finnish		
Japanese		Nonacion		11
Dutch		No Wagain		
Italian		Foliaguese		
Chinese		Swedish		
Danish				

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3b.html

Brandkey.

Control Panel for Generating Product-Specific (P.S) Virtual Kios

Activate P-S Virtual Kiosks

Oeptoy P-S Virtual Klosks Configure P-S Virtual Kipsks Specify Virtual Kipsko Standard Demonstration Mod

Upload Images for HTML Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

- Brayers

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary image:

CONTRACTOR

P16,48636

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Activate P-S Virtual Klosks i | Deploy P-S Virtual Kiosks Configure P-S Virtual Kiasks Brandkey Specify Virtual Kindon

Standard Demonstration Mod

Create HTML Encodedilmage

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

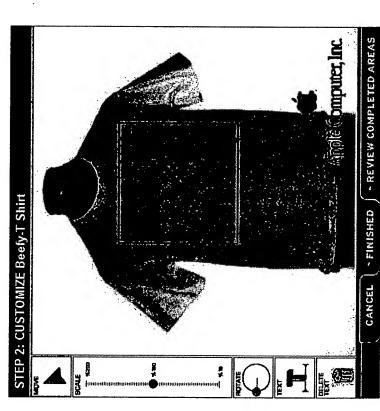


FIG. 48E3H

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3d.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3d.html

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Brandkey Deliver Subsystem

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ontrol Panel for Generating Product-Specific (P.S) Virtual Kios

Kiosks 4 Deptoy P.S Virtual Kiosks Configure P-SVirtusi Kiodis : | Create P-SVir Specify Virtual Kiodis ∭ Selecty rinal Yddats

Standard Demonstration Mode

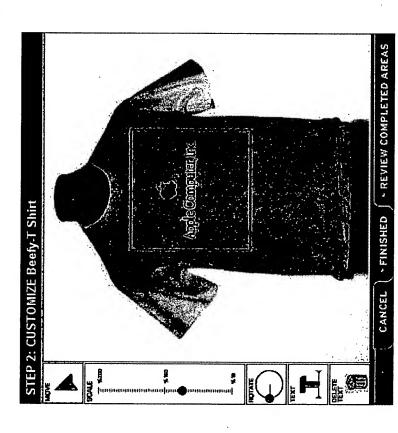
Select HTML Encoded Image Area

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to faunch the Product-Specific Virtual Kiosk.



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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3e.html

Brandkey Deliver Subsystem

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Activate P-S Virtual Klosks Deploy P-S Virtual Kiosks Configure P-S Virtual Kicaks · Specify Virtual Kick (DA) | Specify Virtual Kick (DA) | Selection |

Select Product-Specific Valua Kloaks

Standard Demonstration Mod

F Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	
Select the Product-Specific Virtual Klosk(s) you wish to deploy.	k(s) you wish to deploy.		
Virtual Klosk ID	Product-Specific Virtual Klosk Name		Deploy
9909930-00939	Here will go the description of the retailer.		0
9909930-00939	Here will go the description of the retailer.		O
9909930-00939	Here will go the description of the retailer.		0
9909930-00939	Here will go the description of the retailer.		0
9909930-00939	Here will go the description of the retailer.		•

Back Next

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44|4Back 12345 Next | | >

F19.48 E3L

-: | Deptoy P-S Virtual Klosks Specify Virtual Kloska | PSS Apply Rivell Klosks | Deploy Virtual Klosks Configure P.S Virtual Kipaks

Standard Demonstration Mod

User Name: John Smith Client Account No: 7145001 Select the languages in which you wish to deploy the configured Virtual Kiosks. Client Account: DISNEY

Select Product-Specific Virtual Kloak Languages:

Canadian French Portuguese Language Norwegian Swedish Austrian Brazilian Catalan Finnish Selected Language Japanese German Spanish French English Chinese Danish Italian Dutch

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-4b.html

Brandkey Deliver Subsystem

Configure P-SVirtual Kiesks (Create P-SVirtual Kie Specify Virtual Kieske (FSelect) Virtual Kieskies (1925)

Control Panel for Generating Product-Specific (P-S) Virtual Klosks

Modify P-S Virtual Kloaks ... | Depicy P-S Virtual Klosks

tion Mode
rd Demonstra
Standard

Upload Image for HTML Encoded Desktop (con

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

F19.4863N

Back Next

Control Panel for Generating Product-Specific (P.S) Virtual Klosks

Configure P-S Virtual Kidaks : | Create P-S Virtual Kidaks : | Nodify P-S Virtual Kidaks Specify Virtual Kidaks Places Virtual Kidaks Specify Virtual Kidaks Places Virtual Vi

1 Deploy P.S Virtual Klosks

Activate P.S Virtuel Kiceks

Standard Demonstration Mode

Product-Specific Virtual Kioski Deployment Libense Agreement

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement.

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Agree Disagree

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Brandkey*

Control Panel for Generating Product-Specific (P.S) Virtual Klosks

Activate P-S Virtual Kiosks

Rodify P-S Virtual Klosks 4 Deptsy P-S Virtual Klosks Create P-S Virtual Kioska Configure P-SVirtus) Kitceks : | Create P-SVirtus) Kio Speoily Virtus | Kio-(dx / II: Select Virtus | Violates | Dest | Perfs Standard Demonstration Mod

Confirm Deployment of the Product Specific Virtual Klosks

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

The selected Product-Specific Virtual Klosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Klosks for Installation, you must first <u>Activate</u> them.

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FIG. 48E5

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Centrol Panel for Generating Product-Specific (P-S) Virtual Kiosks

Brandkey

Configure P-S Virtual Kiosks 4 Create P-S Virtual Kiosks 4 Modify P-S Virtual Kiosks 4 Deptry P-S Virtual Kiosks 4 Activete P-S Virtual Kiosks

Standard Demonstration Mod

Control Panel for Activating Product-Specific Virtual Kioska

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Klosks

The Product-Specific Virtual Klosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Klosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Klosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Klosk Serial Number

Here will go the min Here will go the min Here will go the min

Here will go the min

Here will go the min

Product-Specific Virtual Kiosk Name

Here will go the product name

 $\mathbf{\Sigma}$

Here will go the product name

Here will go the product name

Here will go the product name

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Here will go the product name

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Activate

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Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Brandkey.

Configure S.S Virtual Kipaks (Create S.S Virtual Kiosks (Modify S-S Virtual Kiosks

Deploy S-S Virtual Kloska 🕠 Activate S-S Virtual Klosks

Standard Demonstration Mod

Control Panel for Generating Service Specific Virtual Klosks

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Text: R.135

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http://www.brandkeysystems.com/bk_deliver/m_launch_service.html

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Brandkey

Configure S-S Virtual Klosks Set Siz PdP All Confloat (1950)

Create S-S Virtual Kioska 1 | Modify S-S Virtua

ska 🤫 | Deptoy S-S Virtual Klosks 😽 | Activate S-S Virtual Klosks

all a ref (28 at / Allowed Industrialists ... 8 at 1 carbiddent Domeins...

Standard Demonstration Mode

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Service-Specific Virtual Klosk for all Service Data String Records?

O Yes O No

Do you wish to allow installation of Service-Specific Virtual Klosks by Consumers?

© Yes O No

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5/6/2003

Next

http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure.html

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Modify S-S Virtual Kioska 😀 Deptoy S-S Virtual Kioska 🕠 Activata S-S Virtual Kiosks 1888 Allowed Industrialists | Set Forbidden Domains Set Standard Configuration | Se Configure S-S Virtual Kloaks

Standard Demonstration Mode

Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to Install Service-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Active					
Country	Country 1	Country 2	Country 3	Country 4	Country 5
Zip/Postal Code	Zip/Postal Code 1	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Zip/Postal Code 5
State	State 1	State 2	State 3	State 4	State 5
City	City 1	City 2	City 3	City 4	Clty 5
Retailer Name	Retailer Name 1	Retailer Name 2	Retailer Name 3	Retailer Name 4	Retailer Name 5

44 | 4 Back 12345 Next ▶ | ▶▶

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Back Add Retailers Next

F16, 4863

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Activate S-S Virtual Klosks Rodify S-S Virtual Kloaks 4 Deptoy S-S Virtual Kloska 4 Configure S-S Virtus) Klosks

MSet/Allowed Industrialists / Set Forbidden Domains

Set Standard Configuration - 1 Sall Allowed Rata

Standard Demonstration M d

Search for Retailers

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zlp/Postal Code and Country, Click Search to initiate the Retailer Search.

City: State: Retailer Name: Zip/Postal Code:

Country: United States 🕏

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Back. Search

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Brandkey

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Modify S-S Virtual Klosks 4 Deptoy S-S Virtual Klosks 4 Activate S-S Virtual Klosks Set/Allowed Industrialists | Set Forbidden Domains Set Standard Configuration 11 Shitklioward Re Configure S-S Virtual Klosks

Standard Demonstration Mode

Select Retailars

Client Account No: 7145001 Client Account: DISNEY

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search. User Name: John Smith

Add Retailer		0			
Country	United States				
Zip/Postal Code	06903	06903	06903	06903	06903
State	Connecticut	Connecticut	New York	Connecticut	Connecticut
Clty	Norwalk	Stamford	New York	Norwalk	Stamford
Retailer Name	Retailer Name	Retailer Name	Retailer Name	Retailer Name	Retailer Name

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Back Next

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Deploy S-S Virtual Klosks 👈 | Activate S-S Virtual Klosks industrialiste | Set Forbidden Domains Set Standard Configuration Configure S-S Virtual Kloaks

Standard Demonstration Mod

Set Allowed Industrialists

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

You have permitted the following industrialists to install Service-Specific Virtual Klosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional industrialists to this list.

Active					
Country	Country 1	Country 2	Country 3	Country 4	Country 5
Zip/Postal Code	Zip/Postal Code 1	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Zip/Postal Code 5
State	State 1	State 2	State 3	State 4	State 5
Clty	City 1	City 2	City 3	City 4	City 5
Industrialist Name	Industrialist Name 1	Industrialist Name 2	Industrialist Name 3	Industrialist Name 4	industrialist Name 5

44| 4 Back 12345 Next | | P |

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Back Add Industrialist

Next

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Brandkey

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Modify S-S Virtual Klosks 🔞 Deplay S-S Virtual Klosks 🤞 Activate S-S Virtual Klosks Medindusthingsts I Set Forbidden Domains Create S-S Virtual Kioska Configure S-S Virtua! Kiosks

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

		Q		United States
ndustrialist Name:	City:	State:	Zip/Postal Code:	Country:

Back Search

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F19.4867

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Modify S-S Virtual Klosks : | Deptay S-S Virtual Klosks : | Activate S-S Virtual Klosks Bet Standard Configuration | Set Allowed Retainer | Set Allowed Industrialists | Set Forbidden Domains Create S-S Virtual Kioska Configure S-S Virtua! Kinsks

Standard Demonstration Mode

Select Industrialists

Client Account No: 7145001 Client Account: DISNEY

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search. User Name: John Smith

Industrialist Name	City	State	Zip/Postal Code	Country United States	Add Industrialist
	Stamford	Connecticut	06903	United States	
	New York	New York	80690	United States	
	Norwalk	Connecticut	06903	United States	
	Stamford	Connecticut	06903	United States	

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Back Next

FIG 4868

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Modify S-S Virtue) Kioeks 4 Deptay S-S Virtual Kiosks 4 Activate S-S Virtual Kiosks Set Standard Configuration (1 Set Allowed Retailors 1 2 Set Allowed Industrialists) | Set For Briddenibo Create S-S Virtual Kiosks Configure S-S Virtus! Kiosks

Standard Demonstration Mode

Set Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Finish to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden

D

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Finish Back Add Domain

http://www.brandkeysystems.com/bK_deliver/m_launch_service_configure_8.html files/ffilwwwbrandkeybk_deliver\TMP5z2vhej87h.htm

Brandkey

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

: | Activate S-S Virtual Klosks

4 Deploy S-S Virtual Kiosks Set Standard Configuration Configure S-S Virtual Klosks

Standard Demonstration Mod

Add Forbidden Domain

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandtamishingwebsite.com.

Root Domain Name:

Back Next

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

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Configure S-SVirtual Kitaks · | Create S-SVirtual Kitaks · | Modify S-SVirtual Kitaks · | Depty S-SVirtual Kitaks · | Activate S-SVIrtual Kitaks · | Activa

Standard Demonstration Mode

Set Service Specific Virtual/Klosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- O Uni-Mode Display comprising: Brand Information Network Display Mode

Next

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F16.48H1

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-1.html

6/18/2003

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

THE SERVICES I Name Virtual Klock | Customize Virtual Klock | Confirm Virtual Klock Credion Modify S-S Virtual Kiosks 4 Deptoy S-S Virtual Kiosks Configure S-S Virtual Kiosks Coreate S-S Bet Virtual Kiosk Display IM-chool (Scrittich Co.)

Standard Demonstration Mod

Search for Services

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Klosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria: By: Universal Service Number

Back Search

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FIG 48H2

5/6/2003

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

)

Activete S-S Virtual Klosks 1 Deptoy S-S Virtual Kiosks Configure S-S Virtual Kiosks 4 Create S-S Virtual Ki Set Virtual Kiosk Display Mode 14 Senicthols Selvices

Standard Demonstration Mod

Select Services			
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	
Select the Service Data Strings for which an associated Service-Specific Virtual Klosk will be created.	ssociated Service-Specific Virtual Klosi	t will be created.	
 Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Selected
9909930-00939	Here will go the service mark	Here will go the description of the service.	
9909930-00939	Here will go the service mark	Here will go the description of the service.	
9909930-00939	Here will go the service mark	Here will go the description of the service.	
9909930-00939	Here will go the service mark	Here will go the description of the service.	
9909930-00939	Here will go the service mark	Here will go the description of the service.	

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44|4Back 12345 Next▶|▶▶

F16,48H3

Back Next

Name Service-Specific Virtual Klosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Klosks 4 Create S-S Virtual Klosks | Modify S-S Virtual Klosks 4 Deptoy S-S Virtual Klosks 4 Activate S-S Virtual Klosks 4 Set Virtual Klosk Diebley Mode / Search Confirm Virtual Klosk Creation

Standard Demonstration Mod

					•
select a Name for each Service-Specific Virtual Klosk to be created.	-Specific Virtual Klosk to be	e created.			
Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Klosk Name	S-S Virtual Klosk Serial Number	
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383	
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383	
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383	
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383	
9909930-00939	Here will go the trade service	Here will go the description of the service.		0900938-78383	

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Back Next

F1G. 48H4

Control Panel for Generating Sorvice-Specific (S-S) Virtual Kiosks

Sakot Saviosa (* Nama Virtual Kicak | Kolatorida Virtual Kicak Konfirm Virtual Kicak Creation 4 Deptoy S-S Virtual Kiosks + Activate S-S Virtual Kiosks Configure S-S Virtual Kitasks : | Create Set Virtual Kroak Display Mode | Reserch

Standard Demonstration Mode

Customize Service-Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Klosk you wish to Customize by clicking on the Virtual Klosk Name. When you have finished customizing the Service-Specific Virtual Klosks, click the Finish button..

Service-Specific Virtual Klosk Name

Trek® Cycles 2002

Jaz® Discs 2002

Service-Specific Virtual Klosk Serial Number 09890-0989

09890-0995

09890-1001

Gatorade USA 2002

Just Do Itt

Trek® Cycles 2002

09890-1025 09890-0989 44|4Back 12345 Wext▶|▶▶

959 | 939

Finish

F16.48H5

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-5.html

Control Panel for Generating Service-Specific (S-S) Virtual Kiosas

KSalect Services | Name Virtual Kizak | Customize Virtual Kidsk | Confirm Virtual Kidsk Creation 1 Deptoy S-S Virtual Kioska v Activata S-S Virtual Kiosks Set Virtuel Klosk Display Mode, [P.Se Configure S-S Virtual Kiasks

Standard Demonstration Mode

Customize Service-Specific Viritual Klosks

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

The state of the same of the s 3), p Promo • • 00 00:00 CO Virtual Klosk Browse D 1> 12 1> 1> Geometric Layout: Square square Black Black Black **Customization Options**

Surface Texture:

Service Logo:

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Preview

Button Color Set:

Button Style Set:

Surface Color:

Confirm

F19, 48 HG

rage 2 or 2

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Brandkey Deliver Subsystem

F1G. 48H7

6/18/2003

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-6.html

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Solici Services | Name Virtual Klosk / Customize Virtual Klosk | Confirm Virtual Klosk Creation 1 Deptoy S-S Virtual Kioska 1 Activate S-S Virtual Kiosks Configure S-S Virtua) Kioaks of Create S-S virtual Set Virtual Kloak, Display/Modes (#Search for 8erv)

Standard Demonstration Mode

Confirm Creation of Service-Specific Vintual Klosks

Client Account: DISNEY

Congratulations, you have created the following Service-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Specific Virtual Kiosks.

User Name: John Smith Cilent Account No: 7145001

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Klosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

44 | 4 Back 12345 Wext | | >

F10.48 H8

Brandkey Deliver Subsystem

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Deploy S-S Virtual Kiosks . | Activate S-S Virtual Kiosks

Configure S-S Virtual Kloaks (Create S-S Virtual Kloaka -: | Modify S-S Virtual Kloaks

Standard Demonstration Mod

Select the Service-Specific Virtual Kosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Klosk you wish to Modify by clicking on the Virtual Klosk Name.

Service-Specific Virtual Klosk Name Virtual Klosk name Virtual Klosk name Virtual Kiosk name Here will go the service mark Here will go the description of the service. Virtual Klosk name Virtual Kiosk name Here will go the service mark Here will go the description of the service. Here will go the service mark Here will go the description of the service. Here will go the service mark Here will go the description of the service. Here will go the service mark Here will go the description of the service. Service Descriptor (SD) Universal Service Number (USN) Service Mark (SM) 9909930-00939 9909930-00939 9909930-00939 990930-00939 9909930-00939

44 | 4 Back 12345 Next ▶ | ▶▶

F1G.48II

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Deptoy S-S Virtual Kioska 4 Activata S-S Virtual Kiosks

Nodify S-5 Virtual Klosks Select Virtual Klosk | Modify Virtual Klowk Configure S-S Virtual Kiasks Brandkey

Standard Demonstration Mode

Modify the Service-Specific Virtual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Service-Specific Virtual Klosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Service Mark (SM):

Here will go the Service Mark

Here will go the Service Description Service Description (SD):

Virtual Kiosk Name:

Virtual Klosk Mode:

Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

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O Uni-Mode Display comprising: Brand Information Network Display Mode

Deployed-Activated

Virtual Kiosk Status:

Delete this Klosk

Back Update

FIG. 48IZ

Brandkey Deliver Subsystem

Brandkey"

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Deploy S-S Virtual Kiosks . | Activate S-S Virtual Kiosks Select Virtual Kiosk I Modil Configure S-S Virtual Kias

Standard Demonstration M d

Modify the Service-Specific Virtual Klosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Klosk Name: Here will go the Vi

tme: Here will go the Virtual Klosk Name

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Virtual Kiosk Status: Deployed-Activated

Virtual Kiosk Mode:

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Edit Confirm

FIG. 48I3

Brandkey Deliver Subsystem

Brandkey*

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Activate S-S Virtual Klosks

Deptay S-S Virtual Klosks Create S-S Virtual Kioska Specify Virtual Kosto (1) Solectivirual Klosks Configure S-S Virtual Kiasks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Klosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its
 accompanying Virtual Klosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Klosk from a Word or PDF Document once the Document containg its Virtual Klosk Tag have been downloaded.

An HTML-Encoded Image for launching the Service-Specific Virtual Klosk from any web page once the Image and its accompanying Virtual Klosk Tag have been installed in the page.

• An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Klosk from any Computer Desktop once the Desktop Icon containing its Virtual Klosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

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- HTML-Encoded Brandkey (TM) Button
- O HTML-Encoded Document
- O HTML-Encoded Image
- O HTML-Encoded Desktop Icon

Next

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Control Panel for Generating Service-Specific (5-S) Virtual Klosks

C Deptay S-S Virtual Klosks Configure S-S Virtual Klosks Specify Virtual Klosks VII (Sal. 2)

Mode	
emonstration	
Standard Do	

	Smith		Deploy						
	User Name: John Smith								4
	Client Account No: 7145001	you wish to deploy.	Service-Specific Virtual Klosk Name	vill go the Service-Specific Virtual Kiosk Name	vill go the Service-Specific Virtual Klosk Name	vill go the Service-Specific Virtual Kiosk Name	Here will go the Service-Specific Virtual Kiosk Name	vill go the Service-Specific Virtual Klosk Name	44 4 Back 12345 Next ▶ ▶ ▶
nc Virtual Krosks	ÆY	fic Virtual Klosk(s) you w	Service-Sp	Here will go	Here will go	Here will go	Here will go	Here will go	
Select Service-Specific Virtual Kloaks	Client Account: DISNEY	Select the Service-Specific Virtual Klosk(s) y	Virtual Klosk ID	990930-00939	9909930-00939	9909930-00939	9909930-00939	65600-0566066	

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Back Next

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1b.html

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks Configure S-S Virtual Kloaks 4 | Create S-S Virtual Klosks | Modify Specify Virtual Kloaks | Salva Virtual Kloaks | Specify Virtual Kloaks | Salva Virtual Kloaks | Standard Demonstration Mode

User Name: John Smith

Cilent Account No: 7145001

Client Account: DISNEY

Select Service-Specific Virtual Klosk Languages

Select the languages in which you wish to deploy the configured Virtual Klosks.	irtual Kiosks.		
:	,	,	
Language	Selected	Language Selected	pe
English		Austrian	
Spanish	_	Brazilian	
		Canadian French	
		Catalan	
German		Finnish	
Japanese		Norwegian	
ייייייי		Portuguese	
		Swedish	
Chinese			
Danish			

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Back Next

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Brandkey"

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Activate S-S Virtual Kiosas Kioaks 4 Deptoy S-S Virtual Kiosks Specify Virtual Kloaks | Select Virtual Klosks | Deploy Virtual Kloaks Configure S-S Virtual Klasks

Standard Demonstration Mode

Select Service-Specific Virtual Klosks

# Client Account; DISNEY	Client Account NO: 7145001	User Name: John Smith
Select the Service-Specific Virtual Klosk(s) you wish to deploy.	s) you wish to deploy.	
Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	
9909930-00939	Here will go the description of the retailer.	
9909930-00939	Here will go the description of the retailer.	
9909930-00939	Here will go the description of the retailer.	
68600-0866066	Here will go the description of the retailer.	

Deploy

0 0 0 0 0

Back Next

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44|4Back 12345 Next▶|▶▶

Here will go the description of the retailer.

9909930-00939

FIG. 48 I 3B

Brandkey*

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Modify S-S Virtual Kioaks < | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks Configure S-S Virtual Kinaks < | Create S-S Virtual Kinaks 4 | Modifs Specify Virtual Kinaks 1 | Select Virtual Kinaks 1 | Deploy/virtual Kinaks Standard Demonstration Mod

Selected User Name: John Smith Canadian French Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks. Portuguese Norwegian Language Brazilian Catalan Austrian Swedish Finnish Client Account No: 7145001 Selected Select Product-Specific Virtual Klosk Languages: Client Account: DISNEY Language Japanese Spanish French German Chinese English Dutch italian Danish Back Next

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2b.html

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

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Brandkey

△ Deploy S-S Virtual Klosks Configure S-S Virtual Kiasks 4 Create S-S Virtual Kiasks 4 Modify S-S Virtual Kiasks Specify Virtual Klodes 💛 Selact Virtual Kidska 🖟 Depisy Virtual Kloska Standard Demonstration Mod

Create HTML Encoded Document

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Service-Specific Virtual Klosk tag. Click the import button to load an existing document. The document must be in World format to load correctly.

क न नाम 🔆 🔏 Normal 🗢 Times New Roman 🗢 12 🔊 Document Processing Panel 三 回回 多乙 Target ! * *** ય ક્લિક اريہ

FIG. 4813D

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2c.html

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Insert Virtual Kickk Tragilino Loaded Document

Brandkey Deliver Subsystem

Back Import Create HTML-Embedded Document

FIG 48T3E

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2c.html

Brandkey Deliver Subsystem

Brandkey*

introl Panol for Generating Service-Specific (S-S) Virtual Kios

Activate S-S Virtual Klosks

4 Deptoy S-S Virtual Kiosks Specify Virtual Klocks- ("Select Virtual Klocks Configure S-S Virtual Kicsks

Standard Demonstration Mod

Select HTML Encoded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- C Adobe PDF Document format

Back Next

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6/17/2003

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Standard Demonstration Mod Modify S-S Virtual Kiosks 4 Deplay S-S Virtual Kiosks 1 Activate S-S Virtual Kiosks 0 0 0 0

User Name: John Smith

Client Account No: 7145001

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Configure S-SVirtual Kipaks 4 | Create S-SVIrtual Kipaks 4 | Modify Specify Virtual Kipaks 4 | Salso X Zritial Kipaka 1 | Dippo Anthual Kipaka

Brandkey

Select Service-Specific Virtual Klosks

Cilent Account: DISNEY

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Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer. Here will go the description of the retailer.

Here will go the description of the retailer.

Service-Specific Virtual Kiosk Name

Virtual Kiosk ID 9909930-00939 9909930-00939 9909930-00939 9909930-00939 9909930-00939 斤16,4853年

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3a.html

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Brandkey

Portuguese

Swedish

Chinese

Italian

Danish

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Standard Demonstration Mode Activate S-S Virtual Kicsks Selected User Name: John Smith 4 Deptoy S-S Virtual Klosks Canadian French Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks. Language Norwegian Brazilian Catalan Austrian Finnish Client Account No: 7145001 Selected Configure S.S.Virtual Kloaks Coreate S.S.Virtual Kloaks Coresing Specify Virtual Kloaks Coston Virtual Virtual Kloaks Coston Virtual Kloaks Coston Virtual Kloaks Coston Virtual Virtual Kloaks Coston Virtual Kloaks Coston Virtual V Select Service-Specific Virtual Klosk Languages Client Account: DISNEY Language Japanese German Spanish English French Dutch Back Next

P1G.4873H

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3b.html

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Control Panel for Generating Service-Specific (S-S) Virtual Klosks

Modify S.S Virtual Kioaka 4 | Deptsy S-S Virtual Kiosks 1 | Activate S-S Virtual Kioaks Configure S-SVirtual Kicaks · | Create S-SVirtual Kicaka · | Modifi Specify Virtual Kicaks · Select Virtual Kicaka Brandkey

Standard Demonstration Mod

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

Back Next

FIG. 4853H

Brandkey

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

) ·

△ Deploy S-S Virtual Kiosks Configure S-SVirtual Klocks C Create S-SVirtual Klocks Modify
Specify Virtual Klocks Select Virtual Klocks C Disploy Virtual Klocks

Standard Demonstration Mode

Create HTML Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

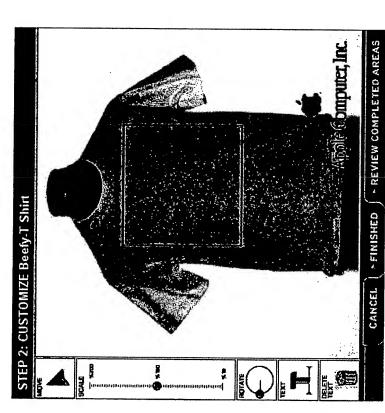


FIG. 48 T 3I

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3d.html

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FIG. 48.J 3J

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3d.html

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Brandkey Deliver Subsystem)

Brandkey"

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

2 Deploy S-S Virtual Klosks

Standard Demonstration Mode

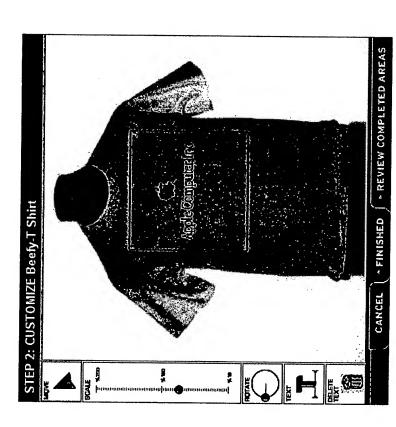
Select HTML Ervooded Image/Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Klosk.



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FIG. 4873K

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

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F19.4853L

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

Brandkey Deliver Subsystem

Brandkey

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

4 | Modify S-S Virtual Kloasks 4 | Deptoy S-S Virtual Klosks . | Activate S-S Virtual Kloasks 4 Configure S-S Virtual Kloaks < | Create S-S Virtual Kloska Standard Demonstration Mode

User Name: John Smith Client Account No: 7145001 Specify Virtual Kloska | Select Virtual Kloska | Depic Virtual Klosks Select Service-Specific Vertual Klosks Client Account: DISNEY

Select the Service-Specific Virtual Klosk(s) you wish to deploy.

Deploy O 0 0 0 O Here will go the Service-SPecific Virtual Klosk Name Here will go the Service-SPecific Virtual Klosk Name Here will go the Service-SPecific Virtual Kiosk Name Here will go the Service-SPecific Virtual Klosk Name Here will go the Service-SPecific Virtual Kiosk Name Service-Specific Virtual Klosk Name Virtual Kiosk ID 6000-000006 9909930-00939 9909930-00939 9909930-00939 9909930-00939

44 | 4 Back 12345 Wext | | | | |

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FIG. 4853M

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-4a.html

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Activate S-S Virtual Kiosks 4 Deptoy S-S Virtual Kioska Configure S-S Virtual Kinates | Create S-S Virtual Kinates | Modify Specify Virtual Kinates | Select Virtual Kinates | Deploy Virtual Kinates | Select Virtual Kinates | Deploy Virtual Kinates |

Standard Demonstration Mode

Selected User Name: John Smith Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks. Canadian French Portuguese Swedish Norwegian Language Austrian Brazilian Catalan Finnish Client Account No: 7145001 Selected Select Service-Specific Virtual Klosk Languages Client Account: DISNEY Language Japanese German Spanish English French Chinese Dutch Italian Danish

F16, 4853N

Back Next

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Control Panel for Generating Sc

Modify S.S. Virtural Kloska 4 | Deptay S.S. Virtural Kloska | Activate S.S. Virtural Klosks

Standard Demonstration Mode

Specify Virtual Klodos | Select Virtual Koska | Deptoy Virtual Kloska

Configure S-S Virtual Kinsks

Brandkey'

Upload Image for HTML Encoded Desktop Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

FIG. 48530

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-4c.html

Brandkey.

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks 🔾 Create S-S Virtual Kiosks 🔞 Modify S-S Virtual Kiosks 🐸 Deploy S-S Virtual Kiosks

Activate S-S Virtual Kicaks

Standard Demonstration Mod

Service-Specific Virtuali Kicari Deployment lifeanse Agreement

Specify Virtual Kloska | Select Virtual Kloska (1805) Spirital Kloska

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement.

Disagree Agree

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FIG 4874

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Activete S-S Virtual Klosks Modify S-S Virtual Kiosks - Deptsy S-S Virtual Kiosks Configure S-S Virtual Kipaks : | Create S-S Virtual Kipaks : | Modify Specify Virtual Kipaks : | Salact Virtual Kipaka | Posaba Virtual Kibaka | Standard Demonstration Mod

Control Panel for Deploying Service Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Service-Specific Virtual Klosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Klosks for Installation, you must first <u>Activate</u> them.

FIG 48TS

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1e.html

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Brandkey.

Control Panel for Generating Service-Specific (S-S) Virtual Klosks

C Deptoy S-S Virtual Kioska 4 Activete S-S Virtual Kiosks Configure S-S Virtual Kiosks : Create S-S Virtual Kiosks :

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		. To deactivate	Active	D				Ĺ
	User Name: John Smith	necking the Active field for that Virtual Kiosk. ne changes.						
Control Panel for Activating Service Specific Vintual Kloaks	Client Account No: 7145001	The Virtual Klosks below have been deployed. You can activate any of the Virtual Klosk by checking the Active field for that Virtual Klosk. To deactivate any Virtual Klosk simply uncheck the Active field for the Virtual Klosk. Click Update to save the changes.	Virtual Klosk Name	Here will go the service name				
Control Panel for Activating Service	F Client Account: DISNEY	The Virtual Klosks below have been de any Virtual Klosk simply uncheck the A	Virtual Kiosk ID	Here will go the VK ID	Here will go the VK ID	Here will go the VK ID	Here will go the VK ID	Here will go the VK ID

Activate

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_activate.html

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Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

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Brandkey Deliver Subsystem

Configure V-S Virtual Kiosks · Create V-S Virtual Kiosks

Deplay V-S Virtual Kiasks

Standard Demonstration Mode

Control Panel for Generating Vendor-Specific Virtual Klosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.139

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor.html

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Modify V-S Virtual Kioska 4 Deptoy V-S Virtual Kiosks 4 Activate V-S Virtual Kiosks 4 Ser Albwed Industrialists | Set Forbidden Domains Configure V-S Virtual Kiosks Salstand alcomparation Standard Demonstration Mode

Set Standard Configuration

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Klosk for all registered Brands?

O Yes O No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

O Yes O No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

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© Yes O No

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Next

Brandkey

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

S | Modify V.S Virtual Kloska 4 | Deploy V-S Virtual Klosks 4 | Activate V-S Virtual Klosks Configure V-S Virtual Klosks | Create V-S Virtual Kicaks : | Modify V-S Virtual Klosks 4 | Deptoy V-S Vista Set Revended Configuration (SC L/L) Configuration (S

Standard Demonstration Mod

Set Allowed Retailers

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

his list, then	Active		
wish to remove a Retailer from t d additional Retailers to this list.	Country	Country 1	Country 2
You have selected to allow the following Retailers to install Vendor-Specific Virtual Klosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.	Zip/Postal Code	Zip/Postal Code 1	Zip/Postal Code 2
nstall Vendor-Sper k Next to save you	State	State 1	State 2
sllowing Retailers to l kt to their name. Clic	City	City 1	City 2
You have selected to allow the for uncheck the Active checkbox ne)	Retailer Name	Retailer Name 1	Retailer Name 2

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Country 4

Country 5

Zip/Postal Code 5

Country 3

Zip/Postal Code 3

State 3

City 3

Retailer Name 3 Retailer Name 4 Retailer Name 5

Zip/Postal Code 4

State 4 State 5

City 4 City 5 Back Add Retailers Next

Brandkey.

Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

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rtual Kioska 🔞 Deptoy V-S Virtual Kiosks 🦿 Activate V-S Virtual Kiosks Set Standard Configuration Configure V-S Virtual Kiosks

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Klosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the retailer search.

		D		United States 🖘
Retailer Name:	City:	State:	ip/Postal Code:	Country:

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Back Search

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_configure-3.html

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

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Modify V-S Virtual Kioska 4 Deploy V-S Virtual Kiosks 4 Activate V-S Virtual Kiosks has Cat Allowed Industrialists | Set Forbidden Domains Create V-S Virtual Kicsks Set Standard Configuration | Set Configure V-S Virtual Kiosks

Standard Demonstration Mod

Select Retailers ... Client Account No: 7145001

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search. User Name: John Smith

Add Retailer					
Country	United States				
Zip/Postal Code	06903	06903	6963	06903	06903
State	Connecticut	Connecticut	New York	Connecticut	Connecticut
City	Norwalk	Stamford	New York	Norwalk	Stamford
Retailer Name	Retailer Name	Retailer Name	Retailer Name	Retailer Name	Retailer Name

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Back Next

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Brandkey.

Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

Modify V-S Virtual Kiosks 1 Deptoy V-S Virtual Kiosks 3 Activate V-S Virtual Kiosks Set Standard Configuration | | Set Allowed Reballera | Set Allowed India traines | Set Forbidden Domains Greate V-S Virtual Kicsks Configure V-S Virtual Klosks

Standard Demonstration Mode

Set Allowed Industrialists

Client Account No: 7145001 Cilent Account: DISNEY

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Klosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list. User Name: John Smith

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	

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Next Back - Add Industrialist

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

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Modify V.S Virtual Kioska < Deptoy V-S Virtual Kiosks < Activate V-S Virtual Kiosks : Set Standard Configuration | Set Allowed Retailers | Set Allowed Industrial Set For bidden Domains Configure V-S Virtual Kloaks

Standard Demonstration Mod

Search for Industrialists

Clent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Vendor-Specific Virtual Klosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the Industrialist search.

		D		United States
ndustrialist Name:	Clty:	State:	Zip/Postal Code:	Country:

Back Search

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Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

Modify V-S Virtual Kioska 4 Deploy V-S Virtual Kiosks 4 Activata V-S Virtual Kiosks Set Standerd Configuration | Set Allowed Retailors | RESTAINWest Industrialists | Set Forbidden Domains Create V-S Virtual Klocks Configure V-S Virtual Kloaks

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Add Industrialist						
Country	United States					
Zip/Postal Code	06903	06903	06903	06903	06903	
State	Connecticut	Connecticut	New York	Connecticut	Connecticut	
Clty	Norwalk	Stamford	New York	Norwalk	Stamford	
Industrialist Name	Industrialist Name	Industrialist Name	Industrialist Name	Industrialist Name	Industrialist Name	

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Back Next

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Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

Modify V.S Virtual Kioska ... | Deptoy V.S Virtual Kiosks ... | Activate V.S Virtual Kiosks Set Standard Configuration - Set Allowed Retailors | Set Allowed Industrialists | Eaf Forbidden Domains Create V-S Virtual Ktosks Configure V-S Virtual Kidaks

Standard Demonstration Mode

Set Forbidden Domains

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Forbidden

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Domain Name 3

Domain Name 2

Domain Name 1

Domain Name

Domain Name 5

Domain Name 4

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Finish Back Add Domain

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Control Panel for Generating Vendor-Specific (V-S) Virtual Klosks

 Deptoy V-S Virtual Kiosks
 Activate V-S Virtual Kiosks Configure V-S Virtual Kidaks | Create V-S Virtual Kicaks 1 | Modify V-S Virtual Kidaks | Deptoy V-S Virtual Kidaks

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 48110

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Deploy V-S Virtual Klosks of Activate V-S Virtual Klosks Configure V-S Virtual Klosks 6 Create V-S Virtual Klosks 7 Modify V-S Virtual Kloska | Deptoy V-S Virtual Klosks 6 Activate V-S Virtual Vicesks 5 Activate V-S Virtual Vicesks 1 Confirm Virtual Vicesks 1 Confirm Virtual Vicestion

Standard Demonstration Mod

Set Vendor-Specific Virtual Klosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

- Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- O Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- O Single-Mode Display featuring the Brand Information Network

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Modify V.S Virtual Kloska 4 Deptoy V-S Virtual Kiosks 4 Activate V-S Virtual Klosks [HSelect Brands | Name Virtue) Kook | Customize Virtual Klosk | Confirm Virtual Klock Creation Create V-S Virtual Klosks Sat Virtual Kioak Display Mode Configure V-S Virtual Kiosks

Standard Demonstration Mode

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1	2	
1		
1	13	
1		
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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entitles associated with your Client Account which you wish to add to the Vendor-Specific Virtual Klosk. The Product Data String Records associated with the selected Brand Entitles will availabel for display in the Vendor-Specific Virtual Klosk. You may search for Brand Entitles by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to inlitate the Brand Entity Search.

Search Criteria:

By: Trademark

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Brandkey.

Set Virtuel/Kicok Display Mode 1: Search for Brands Configure V-S Virtual Klosks

Modify V-S Virtual Kioska 🕜 | Deptoy V-S Virtual Kioska 🤘 Activate V-S Virtual Kioska

Brands W. Name Virtual Klosk II. Customba Virtual Klosk / Confirm Virtual Klosk Creation

Standard Demonstration Mode

Select Brand Entitles

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand Entitles which you wish to add to the Vendor-Specific Virtual Klosk.

Add to Klosk Here will go the No. of products Product Descriptor (PD) No. of Products Here will go the product Here will go the product Here will go the product name Here will go the product name Here will go the product name name name Here will go the trade mark Trademark (TM) Here will go the brand entity owner Here will go the brand entity Here will go the brand entity owner Here will go the brand entity Here will go the brand entity owner **Brand Entity Owner** owner Here will go the brand entity Here will go the brand entity Here will go the brand Here will go the brand Here will go the brand entity **Brand Entity** entity entity

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FIG. 48M3

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Klosks · | Create V-S Virtual Krosks | Modity V-S Virtual Klosks o | Deptoy V-S Virtual Klosks o | Activate V-S Virtual Klosk o Search for Brands | Search for Brand

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Name Vendor-Specific Virtual Klosk			
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	
Name the Vendor-Specific Virtual Klosk you have just created.	st created.		
Vendor-Specific Virtual Klosk Seriai Number	Vendor-5	Vendor-Specific Virtual Klosk Name	
Here will go the virtual klosk ID			
	44 4Back 12345 Next▶ ▶▶	4 4 4	

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_create-4.html

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